Fred Liedtke

Over 15 years of creative leadership

I am an award-winning, strategic, creative problem solver who leads dynamic multi-disciplinary teams. Using visual storytelling, technology, and emotion, I build relationships between consumers and brands by creating moments of engagement.

My experience designing within the context of the channel and the mindset of the consumer is proven to create smart and elegant content that has elevated brand engagement in a wide range of industries.

EVP- Head of Creative
Omnicom Health Medical Communications
2025-2026

As Executive Creative Director, Head of Creative, my role has been to prepare 10 agencies dispersed across 4 countries for the Omnicom/ IPG merger. Post merger my challenge was to create a single creative department by reorganizing the 90 full-time creative and freelance staff into 8 divisions. Each division has a billings revenue range of 40-60 million. I integrated a global studio with talent in Manchester, Amsterdam and, the Philippines into our working model.

I repositioned and branded the agency as a medical and creative think tank. We have 1300 employees and over 550 of them are medical strategists with advanced medical degrees. Our unique scale and expertise across mediums, HCP AOR, DSE, and Publications enabled us to position ourselves as the only agency that develops and delivers strategic thought leadership throughout the entire lifespan of a molecule, from early investigation through market launch and maturity.

I coined the phrase "Molecule to Market thinking" as a way to make this unique selling point to our clients. We adopted the tagline "Always Thinking" and set out to define all the unique types of thinking that only we can deliver for our clients: over 100 of the most influential pharmacy and biotech companies. This approach has led to new business wins for 45m in new business and 3 preferred provider relationships with strong pipelines in a diverse range of disease states.

ECD- Head of Specialty & Rare Disease
Publicis CoLab
2023-2025

While at Saatchi, I worked on the Pfizer consolidation pitch, overseeing the Specialty and Rare Disease work. After Publicis won the pitch, I was moved to Publicis CoLab to build and run the Specialty and Rare Disease brands. I hired 95 creatives in 6 months and built creative teams for over 50 brands.

EXECUTIVE CREATIVE DIRECTOR-
Saatchi & Saatchi Wellness
2015-2023

As Creative Director, I managed, mentored, and directed teams of all sizes and created content for just about every medium. From TV spots, short films, websites, digital product design, package design, social, omni-channel content, AR/VR experiences, game design, point of sale.

Using emotional storytelling, data technology, and unconventional integrated brand building, I have led campaign creation for health and wellness brands that have made a difference in the world for physicians and their patients. Breakthroughs in science, interactive tech, generative AI integration, and real-time data integration made it an exciting time to be in healthcare.

Diverse areas of clinical expertise include: Rare Disease, Gene Therapy, Cardiology, Oncology, Ophthalmology, Immunology, Rheumatology, Dermatology, Gastroenterology, Diabetes, Parkinson's, Glaucoma, Childhood Vaccines, Respiratory Vaccines, Antibiotics, Dentistry, Parkinsons, Concussions, Sports Medicine.

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Fred Liedtke

“Invest in mentoring your team and always be learning from them, too”

GROUP CREATIVE DIRECTOR
GREY Worldwide
1994-2015

CREATIVE CRAFT & LEADERSHIP SKILLS:

Strategic Positioning, Creative Direction, Creative Strategy, Concept Development, Art Direction, Copywriting, AI-generated art and content, Omni-Channel Marketing, Integrated Marketing, Advertising, User Experience (UX), Cross-functional Team Leadership, Mentorship, Department Management, International Team Building,Global Campaign Development, Authoring Leadership Articles.

20 years of experience building, maintaining and reinventing some of the largest brands in the world with strategically focused and creatively crafted integrated content.

I have worked and led teams in over 15 industry verticals.

Clients included: Pringles, Sprint, Panasonic, Bosch, Nokia, Ally Bank, Downy, Canon Cameras, Vail Properties, Beaver Creek Resort, Febreze, University of Pittsburgh Medical Center, Frontier Airlines, Smuckers, America’s Natural Gas Association, Tanqueray, Captain Morgan, Crown Royal, E-Trade, M&M Mars, Darden Foods, Lysol, Purolator Oil Filters, and more.

Honors & Awards

HONORED TO JUDGE CREATIVE FOR:

Clio Health, MM&M, The Effies, Globals, The Webby Awards, The Shorty Awards.

SHORTLISTED AND/OR AWARDED AT:

MM&M, The Global Awards, The Creative Floor, Cannes, The Addy Awards, NY Festivals, The Effies, AICP Awards, Creativity. Presenter at Cannes Health Lions.

SOME STANDOUT PROJECTS INCLUDE:

A mini-documentary about healthcare deserts shown at Cannes

Omni-channel vaccine education content and social campaigns for Walmart Health

A Bollywood brand film for Tanqueray new product launch

Mini-documentary films for the “Jet Propulsion Lab” of NIH funding, UPMC

An interactive film for rare autoimmune disease

AR experiences and game design

Interactive education content for rare skin disease

Interactive apps for pharma sales force

education

Pratt School of Communications and Design
Advertising Art Direction Major, Dual Minor in Painting and Sculpture
Dean's list every semester, final GPA: 3.85
Pratt National Talent Search scholarship recipient
Paid internship at Y&R Advertising NY

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