



JUAN CARLOS ORTIZ

Pioneer. A true benchmark in the global advertising industry

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- First Latino president in the United States of a multinational advertising company, DDB Latina (United States, Latin America and Spain)
 - First winner of the Golden Lion award at the Cannes festival in the history of Colombia
 - First Latino to be featured in the Hall of Fame of the American Advertising Federation, for being considered a legend of Ibero-American advertising, and a model and inspiration
 - First writer to publish a book that was written entirely on a cell phone while traveling by plane
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Juan Carlos Ortiz is an advertising visionary and prominent global industry leader. Ortiz created DDB Latina and became the first agency leader in the world to consolidate all global Latin markets, being President for Latin America, the United States and Spain. Under the creative direction of Juan Carlos, DDB Latina established itself as the Best Network in Ibero-America for six consecutive years. Juan Carlos' innovative leadership led to the creation of

"Bullseye," DDB's global creative system. This revolutionary approach resulted in an exceptional achievement, as DDB was named "Network of the Year" at Cannes Lions for the first time in 2020.

Considered the most successful Colombian publicist abroad, Juan Carlos was the first Latin American to lead an advertising agency in the US when he became president of Leo Burnett USA.

He has received numerous international awards and recognitions, including the first Golden Lion for Colombia at Cannes Lions in 2000, (being the only one to date) in the Film category. "Caspa", a project for the Presidency of the Republic and the Anti-Drug Plan against Cocaine Consumption. He has been the first and only Latino awarded as a member of the Advertising Hall of Fame in the United States. In 2008 he was selected as one of the Young Global Leaders by the World Economic Forum in Davos. He was awarded in the first FIAP "Hall of Fame" as one of the legends of Ibero-American advertising, and considered a model and inspiration for the markets and new generations of the region.

Ortíz took on the role of creative lead at the 50th Super Bowl, where he accomplished an unprecedented feat by directing Skittles' second appearance at this iconic event. His vision and creativity elevated the brand on the global stage of the Super Bowl, redefining the standard for advertising impact during halftime of the NFL Finals.

He has been president of the jury at the Cannes Lions festival in its 62nd edition for the Outdoor category, president of the jury at the Ibero-American Advertising Festival (2008), member of the jury at the Global Effie Awards (2009), representative of Latin America on the jury of the Cannes Festival (2009), President of the jury at El Ojo de Iberoamérica (2010), President of the jury at the Festival del Sol (2012) and President of the jury at the El Dorado Festival (2012).

His famous creative biography "Shorts" (2011) was written entirely on a cell phone while traveling by plane. In this, he shares stories and experiences from his professional career, successes, learnings, and even concepts applicable to changes in the industry over time. Recently, he released its audiobook version, available on Audible on Amazon.

For his career and contributions, in June 2023, Ortíz obtained the recognition: "Certificate of

Special Congressional Recognition" granted by the United States Congress.

TEMAS

Juan Carlos tailors each presentation to the needs of his audience and is not limited to the topics listed below. Ask us about any topic that interests you:

- Cultural Transformation
- Innovation and creativity
- Leadership
- Marketing
- Advertising
- Branding
- Communication

PROGRAMAS

LIFE IN SHORT

Life is not long, life is short. And short is always better. It has the ability to connect in a simple and impactful way with people's emotions.

In Life in Short I share the moments that have inspired and taught me about creativity, innovation and humanism. In a world where short content is king, cultural transformations and short stories are essential to fully connect.

A blender of feelings ready to be shared: real life cases and work cases are mixed with deep reflections, showing how attitude can be the greatest trigger for change and how creativity is the mother of optimism, capable of transforming any process.

In this keynote, Juan Carlos explores the importance of telling good stories (incorporating technology and data), and how nowadays, emotions lead to action...this explains why effective advertising is one that seems like life. Innovation is now transversal. Transforming content is more than a tactic; It is an art that requires understanding human behavior and

emotions. He concludes with a call to embrace emotional intelligence in the era of artificial intelligence, reminding us that culture must be the focus of all processes.

PUBLICACIONES

Libros



CORTOS

CONDICIONES

- **Travels from:** USA
- **Fee Range:** USD 10.000 to USD 20.000

*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a speaker has a fee range listed such as USD 20.000 to USD 40.000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.
