

## Allen Bukoff, PhD

### Resume for My Creativity Consulting Work

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I can make any individual, group, project team, or company work more creatively. I know how to make creativity work.

I'm a scientist, artist, inventor and innovator. My first job in advertising was doing marketing research and creating advertising strategies. I soon discovered that there was a big gap between what I could deliver with even the best research and what the creative writers and art directors needed for insight and inspiration. With the help of many people, I developed an approach that builds on research and knowledge through various brainstorming activities. This turned out to be a great way to find the ideas and insights that drive business. This approach was so successful that I began my own consulting practice. This consulting practice has taken me all over the world working with advertising agencies, media agencies, and major marketers. I have trained hundreds of creative people how to work even more creatively. I have shown companies how to change their internal processes to promote greater creativity.

I offer six different types of creativity consulting services:

**Designing creative-thinking activities for companies to use.** I have developed hundreds of different **creativity activities** to help groups quickly explore consumers, brands, markets, media and culture in order to 1. get to the heart of the matter, 2. break mind-set, and 3. generate ideas. I have designed creativity activities that now drive key parts of the strategy development processes of a variety of media and advertising agencies. Since 1998 I have maintained a public website giving free instructions to anyone who wants to use some of the most basic and useful of these activities (see [Creative Aerobics®](#)).

**Leading custom-designed brainstorming meetings, workshops, and retreats.** I've designed and conducted hundreds of brainstorming sessions--ranging from 2 hours to 2 days. Each brainstorming session requires substantial preparation. I need to be thoroughly briefed--on your issues and research--so I can carefully design a powerful set of activities and prepare the materials that will lead your team to new insights and ideas. I also offer *special-topic deep dives* that explore a broad cultural trend or theme that you feel has growing importance for the future of your business.

"To this day we are still reaping the benefits from the ideas we generated in one day with Allen Bukoff."  
- David McCaughan, SVP, Director of Consumer Learning, McCann-Erickson Asia Pacific

**Providing creative consumer research.** In addition to my [quantitative research and statistics consulting services](#), I design and conduct special-commission consumer research using a wide variety of unique creative methods and approaches. This helps me dig deeper to help you look at your consumer, brand and market in a whole new light. I'd be happy to share some examples with you.

**Creativity training.** I train people to become creativity facilitators in their own organizations. I've provided training sessions in innovative advertising strategy development throughout the network of several global advertising and media agencies. I've trained more than 500 people in 20 countries in the use of *Creative Aerobics®* thinking activities. I've conducted workshops on creative strategy development at professional advertising conferences.

**Organizational design/redesign.** Getting a team to work more productively and creatively on their project is one thing. Changing a department, function or organization to be more creative permanently is a much greater--and more valuable--challenge. I have been successful doing this with ad agencies, media agencies, and major marketing companies. To be successful requires extensive organizational study and assessment before designing workable new creative activities and integrating them into work culture.

**Creativity coaching.** I provide specialized creativity coaching for creative professionals. I help them better understand, expand and apply their creative talents. In an initial two-day one-on-one session, we review their complete personal and professional biography, we explore how their right and left brains work together across a variety of creative tasks, we build a set of personal and professional creative goals, and we develop a plan to help them bring more creativity to bear in their immediate professional assignments. Monitoring and follow-up coaching are provided as needed.

### PROFESSIONAL EXPERIENCE

8/95 - present **AllenBukoff.com, President.** A full-time international consulting practice offering services in the following three areas: [creativity](#), [advertising and media strategy](#), and [research and statistics](#). I have worked on a wide variety of projects in more than 20 countries and with the following companies:

AT&T Asia Pacific, Barry Brown Advertising, Bozell, Bromley and Associates, CARE, Cerveceria Cuauhtemoc Moctezuma, ClearBlue!, College for Creative Studies, Crispin Porter + Bogusky, DMB&B Worldwide (now Leo Burnett), DMB&B Latin America, DMB&B Europe, DMB&B Asia-Pacific, Foug Réseau/DMB&B, Future Brand, Grey Advertising, Highway One, iCall, IMPATTO, Initiative, Initiative Latin America, Jay Advertising, JWT, Leo Burnett, MacLaren McCann, McCann WorldGroup, McCann Asia Pacific, McCann Europe Middle East & Africa, McCann Latin America, McCann North America, Medicus Group International, Now, Inc., Olson Zaltman Associates, Philips Interactive, Pragma/DMB&B, Unilever, Winkler

5/89 - 8/95

**D'Arcy Masius Benton & (now Leo Burnett), Vice President.** Divided time between two offices serving as both **Associate Director of Strategy Planning**, New York, and **Creative Catalyst at Large**, Michigan. Prior to that, **Group Research Supervisor**, designed marketing and consumer research.

### EDUCATION

8/84 **Ph.D., Psychology.** Kent State University, Kent, Ohio.  
5/76 **M.A., Psychology.** Kent State University, Kent, Ohio.  
5/73 **B.S., Psychology.** University of Iowa, Iowa City, Iowa.

more information about Allen Bukoff's creative consulting at [workingcreativity.com](http://workingcreativity.com)