

## **Charlie Tercek**

Charlie Tercek's career has spanned the worlds of advertising, film, television and the internet.

He is currently Creative Director at Serial, a hybrid ad agency/production studio he co-founded with Ascent Media Group that specializes in advertiser-sponsored content for the internet. His clients include Suzuki, Champion Sports Apparel, and Barnes and Noble. Before this, he was an Executive Creative Director at McGarryBowen, an advertising agency in New York, where he managed the Disney and Kraft Foods accounts.

Earlier in his career, Charlie directed commercials for Millennium Pictures in Santa Monica, California. One of his notable achievements was writing and directing "The Line of Scrimmage," an 18-episode branded entertainment series sponsored by Toyota that ran on NBC. He also worked as a writing producer for the hit ABC sitcom "Sabrina, the Teenage Witch." On his spring hiatuses from the show, he wrote feature screenplays for the Disney Channel.

As a copywriter and creative director for the ad agencies DDB, Messner Vetere and Ogilvy and Mather, Charlie helped build brands as varied as McDonald's, Microsoft and New Balance Athletic Shoes. He is perhaps best known for creating IBM's "Solutions for a Small Planet" campaign, which ran in 64 countries, was a winner or finalist for every major advertising award, and is now part of the permanent collection of New York's Museum of Modern Art.

Charlie is a member of the Writers Guild of America and the Directors Guild of America, and lives in Los Angeles.