

# Scherrer

Randall Scherrer

## B I O

Randall has had his own creative design and advertising business since 1986. He also consults with a number of integrated marketing agencies and major entertainment companies as a hands-on Creative Director. In addition, he has worked on advertising and marketing projects for various non-profits, including, the California Museum of Science & Industry, Gilda's Club, Zink the Zebra, CorpCare and the Del Rio Foundation.

Having written, art directed and produced over 800 consumer, retail and direct response commercials, Randall's expertise is extremely well versed in all phases of communication and media, including print advertising, websites, social media marketing, banner ads, television and radio commercials, marketing collateral, outdoor, POS and sales promotion.

After being appointed Creative Director of Asher/Gould in 1983, Randall was instrumental in rebranding them from a local, retail shop with limited visibility, to an award-winning agency with over 100 employees who handled national brands including Pabst Blue Ribbon Beer and numerous others.

Randall has held positions at major international advertising agencies in Chicago, New York and Los Angeles where he worked on some of the most prestigious leading, nationally advertised brands including Coca-Cola, Chevrolet, Dial Soap, Kraft, Clairol, Excedrin, Oil of Olay, Dash, Certs, Mag-Lite, Taco Bell, Transamerica and Becks Beer. He started his career as an Art Director at nationally recognized, Jim Weller & Partners, in Milwaukee.

Randall has won awards at virtually every post he has held. He received international acclaim for his role as Creative Director of the provocative and surreal campaign for Flying Tigers Air Cargo.

Randall has both art and science "in his DNA". From a young age, he knew what he was going to do with his career and even won national awards for his art as early as high school. As a musician, he recorded an album of his own songs. As a photographer, his specialty is floral art and he has developed a substantial following ([www.randallscherrer.com](http://www.randallscherrer.com)). As an inveterate science devotee, he attended a series of lectures by Nobel laureate, Murray Gell-Mann, on subatomic particle theory, has taken classes on genetic engineering, plant identification and astronomy at UCLA and was a founding member of The Planetary Society.

Randall has been a member of the Art Director's Club of New York and is a former instructor at the prestigious Art Center College of Design in Pasadena.

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