



Mike Yapp

An acclaimed authority on the application of technology to creative advertising and marketing, Mike is currently the Chief Creative Evangelist at Google. Described as Innovative Communication, Mike combines user behaviors with the latest advances in technology, to provide brands and agencies with a provocative look into a future in which human and machine interaction converge.

Formerly the Founder and Chief Creative Officer of The ZOO Americas at Google, Mike was responsible for guiding and inspiring a team of creatives, technologist, and strategists connecting brands with users through innovative creative ideas.

Mike was present in the formative years of the internet as Creative Director and Partner of the San Francisco interactive advertising agency, Freestyle Interactive. Mike built and lead the Freestyle creative team that won awards and industry-wide acclaim for interactive campaigns for clients such as HP, Microsoft, Sega, and X-Box.

In 2003 Mike and partners sold Freestyle to Aegis and he was instrumental in building Carat's interactive creative capabilities; developing marketing and creative ideas for Adidas, Reebok, Seagate, Kodak, Dish Network, Revlon, and Virgin America. As the Executive Creative Director at Carat he was responsible for developing and overseeing Carat's creative, tech and project management groups.

Before arriving at Google, Mike lead the merger of three creative shops in the US under one brand, Isobar North America, developing cross platform creative campaigns for EA, Motorola, Alberto Culver, Boost and Kohler.

Mike's true art? His love affair with surfing started as an 11 year old and he's been at it ever since!

Kontaktdaten

Mike Yapp

Chief Creative Evangelist
Google



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Kurzfristige Änderungen vorbehalten.



Veranstaltung

[Destination: YouTube - A Guide To Travel Branding In The Age Of The User](#)

Freitag, 6. März 2020, 13.00 - 13.45 Uhr

CityCube Berlin, Saal A4/A5

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