

JUAN CARLOS ORTIZ

Pioneer. A true benchmark in the global advertising industry

- 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:

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

PROGRAMAS

Transformers: Transformation in Short

Transformation is more than a tactic—it is an art. An art that requires understanding human behavior, emotions, and the essence of what drives us. In a world where societies and businesses are evolving at an unprecedented pace, creativity and innovation are not optional; they are the driving force of transformation.

Juan Carlos Ortiz, a globally recognized leader in advertising, marketing, and innovation, shares his vision on how storytelling—the art of crafting compelling narratives—combined with technology can become a powerful tool for transformation.

Through real-life cases and deep insights, Juan Carlos reveals how he has worked with

companies, brands, governments, and global leaders around the world, proving that we all have the potential to be agents of change. His message is clear: when we combine emotion with the power of technology, transformation ceases to be a concept and becomes action.

PUBLICACIONES

Libros



CORTOS

CONDICIONES

- **Travels from:** USA
- **Fee Range:** Please Inquire