

DOUGLAS HARDEE

CREATIVE DIRECTOR. SPEAKER. AUTHOR.



BACKGROUND & PROFILE

Doug is a Florida native and out-of-the-box thinker who started his creative career as a copywriter with McCann-Erickson in Atlanta, and then in Toronto and New York with Young & Rubicam International. Over his career, he has received numerous national awards including Clios, and the International Broadcasting Awards for "World's Best Commercial." Doug is also one of the few Creative Directors in the Southeast to have won three Cannes Lions; one Gold and two Silver.

He has lectured on branding and marketing at the University of South Florida as well as advertising and business clubs across the country. Doug attended the University of Florida where he earned a Bachelor of Science in Journalism, with a minor in Theater Arts. Prior to that, he received life coaching from the U.S. Marine Corps.

SPEAKER SESSIONS

Standing on the Shoulders of Giants: The unlikely Vietnam War Veteran

Doug was 18-years-old when he enlisted in the US Marine Corps after attending one quarter of college in Gainesville in 1969. "I wanted to come back with the G.I. Bill behind me and live in an environment where you didn't have to take mescaline to see a movie."

Brand Building with Entrepreneurs: Outback Steakhouse and Publix Supermarkets take off big-time.

Doug was Creative Director and the driving force behind the advertising that helped make these two brands into national players.

Rock the Cosmos!: The Path to Becoming an Author

A self-published author, Doug takes readers through a thrilling tale chronicling the history of rock 'n roll through the eyes of aliens.

SPEAKER AVAILABILITY

Virtual Consultation
In-Person Collaboration
Team Presentation

TESTIMONIAL

"When you want work that is highly creative, that engages and connects with your demographic audience, Doug Hardee is the go-to source. He does his homework and then some. Our campaign for CFO of Florida helped win 64 of our state's 67 counties. That's market penetration on a grand scale."

-Jeff Atwater
(Elected) CFO of Florida, 2011- 2017.
Ballard Partners - Partner/Chief Financial Officer

CONTACT FOR MORE INFORMATION & SCHEDULING

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