

# CREATIVE PROFESSIONAL OF THE YEAR



## MATT MOORE

CHIEF CREATIVE OFFICER | OH PARTNERS

Matt Moore's career began as a videographer covering Friday-night football and chasing thunderstorms and tornadoes on the plains of Texas long before the days of digital and social media. He was "Twister" and "Friday Night Lights" before they were even a thing.

Never settling for just one thing, Matt then worked on programs for TV networks including ESPN, Fox Sports, PBS and MTV and also included a 3-year role as Sr. Producer for clients including the White House Communications Office and the U.S. State Dept.

Wanting to take the premise of story-telling and creativity to another level, Matt helped found Phoenix-based Arrowhead Advertising in 2005. In the 8 years with Arrowhead, he helped grow the agency from 2 people to 80, building a shop with more than \$80M in annual billings and handled Hyundai Tier 2 business in more than 35 major US markets.

Today, Matt is the Chief Creative Officer and a partner at OH Partners, a national advertising agency with offices in Phoenix and Las Vegas plus staff in Los Angeles, CA. In 7 years, Matt has transformed OH into a creative powerhouse, recently launching its production company, Matter Films, which he serves as the company's President.

With a passion for "work that works," Matt has been honored with numerous awards and was recently named Chief Marketing Officer of the Year by the Phoenix Business Journal.

### PREVIOUS RECIPIENTS

2019 Ben Bonnan  
2018 Ben Galloway  
2017 Matt Sicko  
2016 Jason Hackett  
2015 Ian Barry  
2014 Doug Bell  
2013 Luis Medina  
2012 Tom Ortega  
2011 Bob Case