

Michael M. Bettendorf

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Education:

Crispin Porter + Bogusky, Miami
Copywriter

January 1990-October 1993

Clients:

Miami Herald, RC Cola & Diet Rite Cola, Florida Marlins, Rori Fashions

J. Walter Thompson, San Francisco

VP/ACD

October 1993-April 1997

Clients:

California Lottery, Sprint, Nortel, Sun Microsystems

McCann-Erickson/Anderson & Lembke, San Francisco

SVP/GCD

April 1997-July 2009

Clients:

Enough Microsoft to choke a horse, Oakland Athletics, San Francisco 49ers, Northstar-at-Tahoe

Freelance

July 2009-September 2011

Agencies: Wieden + Kennedy, Goodby Silverstein & Partners, JWT/NY, AttikSF

Brands: P&G, Chevy, Bloomberg, Intel, UbiSoft, Apple, Scion

Razorfish, San Francisco

GCD

September 2011-July 2013

Clients:

Samsung, Intel, Microsoft{!}, Toyota, Activision

Freelance

July 2013-Present

Clients:

Twitter, Salesforce, Akamai

School:

University of California, Berkeley
B.A., Literature in English