

**Gregory L. Wagner**

1501 Genesee Ridge Road  
Genesee, CO 80401  
Home: 720-746-1514

**CURRENT POSITION:** Vice President, Creative Director (ret.)  
Leo Burnett USA

**ACCOUNTS:** GM “Mr. Goodwrench,” Pontiac, GM International

**AWARDS:** Clio, One Show, Cannes, Ad Age100 Best, Mobius, Addy, Telly, NY Film Festival, Obie, Caddy, Golden Marble, DMB&B Max awards. 50+ creative awards

**AGENCY EXPERIENCE:** DMB&B St. Louis ‘72-80 Creative Supervisor on Budweiser, Michelob, Ralston Purina, Coleman, Rawlings, St. Louis Cardinals, General Mills  
DMB&B Chicago ‘80-90 Executive Creative Director on Amoco, American Dairy Association, First Alert, Six Flags, Crest, United Ski Industry

**MAJOR CAMPAIGNS:** Led the work on Pontiac “Excitement,” Cadillac “Makin’ Whoopee.” Budweiser “Nothing Beats a Bud,” Crest “Show ‘em your Crest best,” Amoco “Your car knows.”

Led new business wins for Crest, Six Flags, Budget Rent-a-car, Montgomery Ward, United Ski Industry Association, Budweiser, GM Thailand, Pulte Homes.

**EDUCATION:** University of Missouri School of Journalism, BJ ’72  
St. Louis University, BA ’70

**INTERESTS:** Coaching, tennis, skiing, screenwriting

**REFERENCES:** Available on request

**TEACHING EXPERIENCE:** 2007-Present: Lecturer  
University of Denver/Daniels College of Business  
University of Colorado/Denver/ Business School  
University of Colorado/Boulder/Journalism  
University of Missouri School of Journalism

