

Marketa Krivy

AWARD-WINNING CREATIVE DIRECTOR

Toronto, Ontario

I'm an empathy-driven leader, combining science and creativity to build brands that people trust.

Over the past 3 years, I've been on the ground floor of 2 startups, experiencing firsthand what it takes to turn an idea into a business, and a story into a brand.

Before that, I spent over 25 years working as a creative leader in advertising agencies. I worked with incredible teams on global brands including Adidas, Ikea, Volkswagen, McDonald's, American Express and Dove to name a few.

Along the way, our work garnered industry recognition, from Cannes, One Show, Clios, ADCC, Marketing Awards, Effies, to the Cassies. And picked up some press in publications like Adweek, Ad Age, Mashable, Inc. MobileSyrup and psfk.

A Pine Sol ad even earned the distinction as ICA's top 10 ads of all time.

My career highlight was a campaign for Crime Stoppers. It generated a tip that led to the rescue of an under-aged human trafficking victim.

As a leader, I strive to rally and ignite excitement among teams and consumers alike. I believe that curiosity and empathy build high-trust teams and high-trust brands.

I love working in collaborative and experimental environments. Where I can combine data, strategy, and creativity to create trailblazing work.
