

# OMAR POLO

CHIEF CREATIVE  
OFFICER

## PROFILE

Advertising Creative Director with more than 18 years of experience. I studied at the University of Lima and Brother Buenos Aires. My career started at Publicis Perú, then it was followed by independent agencies in Perú and Argentina. At McCann Lima I achieved my most outstanding recognitions at Cannes Lions, Clio, El Sol, D&Ad, El Ojo de Iberoamérica, FIAP, among others. For the last 7 years I have been the CCO of McCann Panamá, the Most Effective Agency in Effie Panamá from 2018 to 2022. It is also the No. 1 Agency in the country's Crema Ranking, for 3 consecutive years. In 2021 was elected Best Local Agency in FIAP and Top 5 Agency's of Central America in El Ojo de Iberoamérica. Also in El Ojo 2021 I was part of the Top 5 Creative Directors of Central America and the Caribbean.

## CONTACT INFORMATION

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## AWARDS & HONORS

### 2023

**LUUM AWARDS:** 2 Silver  
**FESTIVAL DE ANTIGUA:** 1 Silver  
**FIAP:** 2 Shortlist  
**EFFIE PANAMÁ:** 1 Gold - 1 Bronze  
**EFFIE LATAM:** 1 Shortlist

### 2022

**RANKING CREMA ADLATINA:** No. 1 Agency of Panamá - No. 3 Central America  
**TOP FICE:** No. 1 Agency of Panamá  
**NEW YORK FESTIVALS:** 1 Bronze  
**EFFIE PANAMÁ:** 2 Gold - 2 Silver - 1 Bronze - Local Agency of the year  
**EFFIE LATAM:** 1 Shortlist

### 2021

**EL OJO DE IBEROAMÉRICA:** 1 Silver - TOP 5 Creative Directors of Central America and the Caribbean - TOP 5 Agency's of Central America and the Caribbean  
**FIAP:** 3 Bronze - Local Agency of the year

## WORK EXPERIENCE

### VP - Chief Creative Officer, MCCANN PANAMÁ

Oct. 2016 - Present

I led the creativity of global and local brands for the Central American region.

- Mastercard (Central America)
- Nestlé (Central America)
- Converse (Central America and the Caribbean, Colombia and Ecuador)
- Credicorp Bank, Pacífica Salud, Seguros Sura and Chevrolet (Panamá)
- Cargill and Compañía Cervecería (Nicaragua)

### Executive Creative Director, MCCANN PERÚ

Feb. 2015 - Oct. 2016

Creative team leader of one of the most awarded agencies in Perú.

- Mastercard - Nestlé - BBVA. (Global brands)
- Banco Ripley - Sodimac Home Center - AFP Habitat. (Regional brands)
- USIL University. Perú 21 Newspaper. (Local brands)

### Executive Creative Director, MOMENTUM WORLDWIDE

Apr 2013 - Feb 2015

Creative leader of McCann Worldgroup Experience Agency (BTL & Events).

- Nestlé - Coca-Cola - Unilever - Mondelez - Sodimac - Ford - Entel

### Associate Creative Director, JOE QUISPE

Jul 2006 - Jun 2010 / Jan 2011 - Mar 2013

Creative leader of one of the largest experience agencies in Perú. Developing campaigns for Perú and Bolivia.

- HP - Coca-Cola (Perú and Bolivia)
- Nestlé - Movistar - 3M - Purina - Backus Ab Inbev - Natura Brazil - Philip Morris - Latam Airlines (Perú)

### Senior Copywriter, IDEAPOLIS ARGENTINA

Jul 2010 - Dec 2010

Creator of campaigns and proposals in events and promotions for the Argentine market.

- Nestlé - Nokia - Jhonson&Jhonson - Claro

### Junior Copywriter, PUBLICIS PERÚ

Aug 2005 - Jun 2006

Creator and copywriter of campaigns and proposals.

- Inca Kola & Frugos Del Valle (Coca-Cola) - Backus Ab Inbev - Nestlé

## AWARDS & HONORS

### 2021

**VOLCÁN - COSTA RICA:** 2 Bronze – Network of the year

**EFFIE LATAM:** 3 Shortlist

**EFFIE PANAMÁ:** Grand Effie – 1 Gold – 1 Silver – 1 Bronze – Agency of the year

**TOP FICE:** No. 1 Agency of Panamá

### 2020

**FESTIVAL CARIBE - PANAMÁ:** 4 Bronze – 3rd Place Central America and the Caribbean

**EFFIE INDEX:** No. 1 Agency of Panamá and No. 18 of Latin America

### 2019

**CANNES ACT RESPONSIBLE:** 1 Grand Prix

**EL SOL:** 1 Bronze

**VOLCÁN - COSTA RICA:** 1 Silver – 1 Bronze – Network of the year

**EFFIE LATAM:** 2 Bronze – 2 Shortlist – Network of the year

**EFFIE PANAMÁ:** Grand Effie – 2 Gold – 1 Silver – Agency of the year

**EL OJO DE IBEROAMÉRICA:** 1 Shortlist

**RANKING CREMA ADLATINA:** No. 1 Agency of Panama

### 2018

**EFFIE PANAMÁ:** 2 Silver y 2 Bronze – Agency of the year

**EFFIE LATAM:** 1 Shortlist

**EFFIE GUATEMALA:** 1 Shortlist

**FESTIVAL CARIBE - PANAMÁ:** 1 Bronze

**RANKING CREMA ADLATINA:** No. 2 Agency of Panamá

### 2017

**CANNES LIONS:** 1 Bronze

**FIAP:** 1 Gold

**EL SOL:** 1 Shortlist

**NEW YORK FESTIVALS:** 1 Shortlist

**WAVE - BRAZIL:** 1 Silver y 1 Shortlist

**EL OJO DE IBEROAMÉRICA:** 1 Silver - Local Agency of the year

**TOTEM - PERÚ:** 1 Gold - Agency of the year

**PREMIO IDEAS PERÚ:** 2 Bronze

**UNWOMEN:** "De igual a igual" Award

**EFFIE PANAMÁ:** 1 Silver

**EFFIE LATAM:** 1 Shortlist

### 2016

**CLIO:** 2 Bronze

**CANNES LIONS:** 2 Shortlist

**D&AD:** 1 Wood Pencil

**EL SOL:** 1 Silver

**FACEBOOK AWARDS**

**FIAP:** 2 Gold

**ÉPICA AWARDS:** 1 Silver

**NEW YORK FESTIVALS:** 2 Shortlist

**EL OJO DE IBEROAMÉRICA:** 3 Bronze - Local Agency of the year

**DIGI AWARDS:** 1 Grand Prix – 1 Gold

**EFFIE PERÚ:** 1 Gold - Agency of the year

## EDUCATION

### BROTHER - CREATIVE SCHOOL

MAJOR. Creative Advetising.  
2010 - Buenos Aires, Argentina.

### UNIVERSITY OF LIMA

MAJOR. Communications, Advertising and Marketing.  
2001 | 2006 - Lima, Perú.

### SAN ISIDRO EL LABRADOR SCHOOL

HIGH SCHOOL.  
1998 | 2000 - Lima, Perú.

### CHAMPAGNAT SCHOOL

ELEMENTARY & HIGH SCHOOL.  
1990 | 1997 - Lima, Perú.

## LANGUAGES

**SPANISH:** Native speaker

**ENGLISH:** Fluent

## PROFESSOR CAREER

2017 - 2020: Brother Panamá "Creative School"

2015: La Cantera "Escuela-Agencia"

2014: Mott.pe "Digital School"

2012: UCAL - Universidad de Ciencias y Artes de América Latina

## FESTIVALS JURY

2023: Effie Global | Effie Latam | Effie Panamá | Festival de Antigua | El Ojo

2022: FIAP Metals Jury | The AdForum PHNX Tribute | Effie Latam

2021: Creativepool | FIAP | Effie Latam | El Ojo de Iberoamérica

2020: The AdForum PHNX Tribute | The Inmortal Awards - LBB

2019: Effie Latam | El Ojo de Iberoamérica | Effie Panamá

2018: Effie Latam | Effie Panamá

## REFERENCES

Contacts available upon request.

- Paul Mejía - Former CEO of McCann Worldgroup for México, Central America & the Caribbean
- Fernando Terrizano - Former CEO of McCann Panamá
- Max Gutierrez - Former CEO of McCann Lima
- Miguel Leon - CCO & CEO of Youpanqui BBDO Perú