

(Abridged bio)

Len Dugow
President & Creative Director LGD Communications, Inc.

A graduate of SUNY Buffalo with degrees in English and Film, Len Dugow wasn't sure how he was going to make a living, but he always thought it was going to be in the visual arts. He was right. An early effort at breaking into a film career was, according to Dugow, "virtually impossible." So instead he found himself working for the huge hi-fidelity audio manufacturer, Harman Kardon, during its heyday in the late 1970s.

"It was a great time to be in this business with the introduction of surround sound," says Dugow, who after five years rose to national sales manager and worked with some of the nation's largest retailers.

"Meeting Rock Stars": A Year in the Publishing Business

In five years, Dugow did so much crisscrossing the country with Harman Kardon he was ready for something new and different. This time he had an opportunity to use his college training in literature, at least in writing, and he became associate publisher of a startup magazine called *Crawdaddy*.

"We were way ahead of the curve culturally," says Dugow, who points out that his publication came out just after *Rolling Stone*. "I was meeting rock stars and going to concerts, it was a very heady time." He went on to create the syndicated *Cradaddy Rock Review* a one-hour radio show he had cleared in more than 100 markets.

His First Ad Agency: Creative Directors

A year later, Dugow partnered with a graphic artist from his *Crawdaddy* days and launched his first advertising agency, Creative Directors. Even though he was based in New York City, Dugow landed the agency work with major motion picture studios in New York and Los Angeles – finally landing his foot in the film business. Dugow wasn't making movies though. He was helping studios produce the materials necessary to promote feature films.

"I worked with directors, producers and on occasion talent," says Dugow. "This was a very exciting time." After six years, contractions in the world of film studios and Dugow's growing family sent him in search of new industries to market.

Breaking into the "Branding" Big League

Dugow found project work with both Lever Brothers and Nesltes in marketing some of the US's most recognized household brands like *Snuggly*, *Sunlight*, *All*, *Mrs. Butterworth's*, *Nescafe*, among others.

"This was an incredible education for me," says Dugow. "There is a real discipline to maintaining a brand's integrity...it takes a certain kind of creative control in the process to bring something new and yet familiar to the message."

Bringing Branding to Buildings

Dugow was one of the first to apply a branding approach to New York City's then slumping real estate market. One of his first real estate client's was the giant Tishman Speyer.

"The first thing we did was approach every single project as though we were marketing a brand or launching a new company, striving to present a brand identity to bricks and mortar," says Dugow. "Until I came along, no one had done this before."

Marketing to the Upscale Affluent Market

Dugow's name quickly spread throughout the high-end Manhattan real estate market and soon he found himself handling some of New York City's most prized residential projects and clients. Stephen Ross of The Related Companies, led to Donald Trump and work on the first Trump International Hotel and Tower, which in turn led to Steve Roth of Vornado and then many others.

In the ensuing decade, hundreds of developers and advertisers latched onto real estate as a "lifestyle commodity", yet Dugow and his agencies have remained at the forefront. His long career and ever-rising business trajectory is the result of strong relationships with some of the nation's most prominent hotel company developers, and businesspeople. Over time, Dugow's work has generated product sales in excess of \$9 billion in the world's most dynamic markets.

Launching a World-Wide Brand

When the world's number one resort hotel operator, Sol Meliá Hotels & Resorts, asked Dugow and his company to brand ME by Meliá – an entirely new line of national and international boutique hotels – it was the opportunity of a career.

"Every marketing man hopes to get a client like this," says Dugow. "This is a client with an incredible name, tremendous resources and thankfully the confidence to place so many creative tasks of the launch in your hands."

Dugow's Advertising Niche: "Affluence Marketing"

In addition to helping hotels, resorts and real estate developers, break new ground in their own advertising, Dugow continues to break new ground in the creative arena through his mastery of marketing to the upscale niche – a process he calls "Affluence Marketing." With more than two decades of experience marketing to wealthy consumers, he not only maintains his rank as the creative force behind a world-class agency, but an agency that represents world-class products to the world's most desirable and sought-after consumers.

Quick Summary

Len Dugow, is the principal and creative director of LGD Communications, a full-service advertising, marketing and interactive internet advertising agency located in Miami's

Design District. The firm has 25 fulltime employees, billings of more than \$40 million annually and has been responsible for sales exceeding \$9 billion.