

Dragon Rouge, New York Staff Biographies



Dubai
Hamburg
London
New York
Paris
Warsaw

Eric Zeitoun, President

Eric has spent fifteen years focusing on international marketing and brand strategies, most recently as Director of Brand Strategy at Interbrand in New York and Sao Paulo. Prior to that he was on the corporate side, in the Coffee and Tea division of Sara Lee in Paris, where he was a marketing manager and later in charge of new product development. He also worked in consultancies specialized in business strategy (LEK— spin-off of Bain & Company—in London), marketing strategy (Lippincott Mercer in New York) and financial strategy (Indosuez in Sydney).

Eric has worked on engagements across multiple industries for such clients as Bausch & Lomb, ChevronTexaco, Citigroup, Comcast, Discovery Channel, Dow Corning, GE, Hilton Hotels, HP, John Deere, LVMH, McDonald's, Nissan, Petrobras, SAP and TD Ameritrade.

He is a graduate of ESCP (Paris Graduate School of Management) and of Sorbonne University.

continued on page 2



Marcus Hewitt, Chief Creative Officer

Marcus has over 20 years experience as a design leader, building design teams for several of the world's leading agencies.

Prior to Dragon Rouge, he was the chief creative officer and a partner of Sterling Brands. Before Sterling, Marcus worked with Pentagram in his native London, and helped establish the Michael Peters Group in London, Toronto and Los Angeles. He has lead major new identity and packaging programs for clients including: Burger King, Cablevision, Diageo, El Paso Energy, Ferragamo, Givaudan Roure, The Getty Museum, The Hartford, Hasbro Games, Pepsi, Pernod Ricard, Philips Electronics, Port Canaveral, SAP and Unilever.

He is an active member of the AIGA and a past NY board member. His work is recognized in the press and has won numerous prizes. Marcus commits time and energy to non-profit groups and believes designers have an essential role to promote responsible design.

He is an adjunct professor at FIT and SVA, where he shares his passion for intelligently simple design.