

David Gorodetski

Principal & Creative Director
Sage Communications, LLC

Highly-regarded as one of the region's most experienced interactive marketing strategists, David drives Sage's creative design and development for all mediums including print, interactive, and broadcast.

Before co-founding Sage Communications, David was President & CEO of Missaticum Corporation, a full-service advertising agency in McLean, VA, whose B2B and government clients included Federal Aviation Administration, CeLight, MetNet Communications, FutureCare, Voyager Pharmaceutical, and Metropolitan Area Transit Authority (Metro).

David previously served as Vice President, Interactive Services Worldwide for NY-based Ogilvy Public Relations. In this capacity, David was responsible for the development, execution, management, and implementation of strategic and tactical interactive communications plans for the agency and its global clients. He was also responsible for the development, execution, and launch of advertising, public relations, and public education campaigns via interactive mediums for a diverse client base that included: Centers for Disease Control, National Institutes of Health, U.S. Customs Service, Epilepsy Foundation, Children's Hospital Center, Coca-Cola, Corvis, GlaxoSmithKline, MasterCard, and Midas.

Prior to Ogilvy, David worked with Stackig Advertising and PR (now TMP Worldwide, one of the world's largest interactive advertising agencies). As Interactive Director, he built a brand new interactive division for the Washington, DC office by creating a full line of Web-based interactive products and services that increased the agency's service offerings and revenues. He also led the economic analysis, concept, and planning teams for the agency's interactive product and service launches.

Earlier in his career, David held design and senior art director positions with agencies in Israel and Virginia. David's creative efforts have earned numerous interactive, advertising, and print communications awards including 3 Addys and 2 EMA honors.

He holds a Masters of Fine Arts in Media Studies from the Parsons School of Design at the New School University in New York and a Bachelor of Arts in Communications Design from the Wizo College of Design in Haifa, Israel.