

THOMAS HAYO

Thomas Hayo is the only German creative director who combines a global career in the private sector with his work as a presenter. He's adept at understanding how to meet and exceed the expectations of his respective target audience. While always remaining analytical and unpretentious. Thomas Hayo is the ultimate service provider.

He places his product in the spotlight, skillfully moving between the real and fictional worlds that he develops for millions of consumers as a creative director. Before creating a new world, he immerses himself in many others, soaking them up like a sponge. The customer and their client are always the absolute focus of his attention. The native Saarlander travels the world, has a cosmopolitan outlook and always remains true to his German roots.

Thanks to his German virtues, Thomas Hayo triumphed from the outset in New York, the epicentre of capitalist consumerism, where he was also unperturbed by customers' mega-budgets. He's designed international campaigns for Pepsi Cola, Kodak, Kellog's, Levi's, Sony, Reebok, Johnnie Walker and De Beers and made the most successful brands even more successful. He's worked for glittering showbiz stars such as Justin Timberlake and Robert Redford. Some of his campaigns are on display at the Museum of Modern Art in New York.

Following a career break, Thomas Hayo took the plunge and became a self-employed creative director in 2008. When he was discovered for the Germany's Next Topmodel by Heidi Klum (ProSieben) talent show in 2011, Thomas Hayo saw his chance and took advantage of the genre's boom, positioning himself as an expert, mentor and unique personal brand at an early stage. Thomas Hayo lives in New York.