

Jason Gallucci

Managing Director of PiranhaKid



Experience

Gallucci established PiranhaKid on behalf of Hill and Knowlton (to act as a consumer conflict agency) in 2001. The agency now has 15 consultants working for leading brands such as Ford of Europe, Heineken, Momentum Pictures, After Shock, adidas, Ty Nant Water and Rightguard. PiranhaKid prides itself on being able to take any brand into lifestyle media and Gallucci has an active role in providing senior counsel on brand strategy and creative development. For PiranhaKid, he has overseen brand ambassadorial programmes involving Kylie Minogue, Britney Spears, Sara Cox, Sophie Anderton, David Blaine, Adrianna Sklennaricova and David Beckham.

Prior to launching PiranhaKid, Gallucci was Managing Director of Hill and Knowltons Youth and Consumer Division. With a team of 30 consultants, Y&C was one of the most successful consumer teams in Europe with fees of £3 million and campaigns for many leading brands. Throughout his tenure, his team produced outstanding work and received The Excellence Award from H&K Global President Paul Taaffe for Motorola's "Obsession: Technology" exhibition.

Gallucci spent the previous 2 years as H&K's Business Development Director. His responsibilities included managing the Creative, Marketing, New Business and Research functions. He designed H&K's famous brainstorming room "The Greenhouse" and was credited with increasing the perception of H&K as a creative force in the industry.

Before joining H&K, Gallucci was a Director at Freud Communications with clients such as Pepsi, Planet Hollywood, Vladivar, Lynx and Mars.

His early career spanned time in publishing and direct marketing before entering the world of Public Relations.

Gallucci is a business graduate, is conversant in Italian and French, a bad footballer and is married with two sons.

