



HANK PERLMAN

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Hank Perlman began his career in advertising as a copywriter in New York City before moving to Portland, Oregon, to join *Wieden+Kennedy* in 1993. There, he created numerous award-winning campaigns, most notably *ESPN's "This Is SportsCenter"*, which earned a host of honors including an *Emmy*. His Kraft campaign "*Swear Like a Mother*" received awards from the *Clio Awards* and *D&AD*, while his *GQ* film "*Ryan Reynolds Gets Roasted by His Twin Brother*" won a *Bronze Lion at Cannes*.

To this day, Perlman continues to collaborate with some of the most talented creative teams in the U.S. and abroad. He has directed award-winning campaigns for brands including *FedEx*, *Amazon*, *AT&T*, *State Farm*, *Kraft*, and *American Express*, to name a few. When not directing, Perlman enjoys spending time in Manhattan's West Village with his two children, George and Sally.

CLIENTS

Amazon
AT&T
Kraft
American Express
State Farm



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info@zauberbergproductions.com

zauberbergproductions.com

@zauberbergproductions

ZAUBERBERG

ZAUBERBERG PRODUCTIONS GMBH
WALDOWSTRASSE 64
13053 BERLIN GERMANY

GF: ANDREA ROMAN-PERSE, FRANK SIEGL
MAIL: INFO@ZAUBERBERGPRODUCTIONS.COM
TEL: +49 30 403 63 36-0

HRB 200188 B // DE 3200 95889
IBAN: DE32 1005 0000 0190 7588 05
BIC: BELADEV3333