

GOH IROMOTO

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Goh Iromoto is an Emmy-nominated filmmaker celebrated for his ability to craft stories that deeply resonate with audiences. Born to Japanese immigrant parents who founded a Canadian newspaper, Goh developed an early curiosity for human connection, later pursuing a degree in Human Geography to deepen his understanding of the intricacies of people and place. With a foundation in cinematography and a passion for empathy-driven storytelling, Goh's acclaimed work merges stunning visual artistry with heartfelt narratives.

In 2023, he directed *"Forever"* for *The Farmer's Dog*, an Emmy Award-nominated *Super Bowl* commercial that captures the profound bond between humans and their pets. Following this, Goh collaborated with *Apple* and *TBWA\Media Arts Lab* on *"Another Birthday,"* an emotionally charged film showcasing lives saved by *Apple technology*. The project garnered multiple *Cannes Lions* awards and further cemented Goh's reputation as a director who pairs emotional nuance with cinematic purity.

Goh's skills as a multi-talented filmmaker also extend into casting, where he received a *Cannes Lions* for his work with *Apple*. His 2022 commercial *"The Name"* for *P&G*, which cast a real-life mother and daughter, earned recognition at various award shows for its authenticity and performance direction.

Goh continues to push creative boundaries, weaving empathy into stories that leave a lasting impact

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