

Jim Daniels, Vice President (Trojan® Condoms Marketing), Church & Dwight

“Bill blends the two requirements of a Creative Director perfectly. On one hand he is confident in challenging a client to push for excellence even if that means moving beyond their comfort zone. Bill also watches the bottom line. Not only for the agency while producing the work, but also how the creative works for the brand. While Bill has an impressive portfolio, his drive is to create in-market success measured by product moved and equity built. It is no small feat to be able to do both.

Bill has a strong work ethic as well as personal ethics. As a manager, Bill enjoys strong support from his creative and account teams who appreciate his ability to not only stand up for their work, but his propensity to roll up his sleeves and work in collaboration with them.

As Creative Director on the Trojan brand, Bill continuously demonstrated passion and energy while maintaining focus and consumer interest in our message and our business objectives. His creativity brought forth a number of fresh new ideas that were applied with measurable success to our digital and events marketing efforts.

On a final note, Bill is an incredibly funny guy. His quick wit and smart humor reflect an intelligence that is reflected in his work and interpersonal relationships. Our working relationship was one of respect and dedication and I would highly recommend him for any position for which he is being considered.”

Richard Sabeau, Senior Creative Director / SVP, BBDO

“I have had the pleasure of knowing Bill for over twenty years and have had the good fortune to have worked with him for several of those years. Bill is the consummate professional. He has the uncanny ability to face any challenge head on, cut through the bull and address the issues at hand in a unique and highly creative manner. To put it simply, he’s a problem solver, and the solutions are always intelligent, conceptual, on strategy and well executed. Bill wields a keen wit and a wry sense of humor and uses it to his advantage, and yours, whether it be a business meeting, a social function or a round of golf.”

Kevin Moriarty, VP / Creative Director, Leo Burnett Worldwide

“I have been fortunate enough to partner with Bill at three different New York ad agencies. I know him to be an exceptionally talented creative director who excels in all facets of the business. His ability to create and present simple ideas to communicate complex marketing strategies is a major strength. He possesses the innate ability to communicate with people of all levels on their own level.

Bill has kept his finger on the proverbial pulse of what is going on “out there”, always seeming to be able to utilize current trends and changes in the popular culture long before many of us get wind of them. While his acknowledged forte is art direction, Bill is one of the best writers I’ve ever known. Adept at all kinds of writing, from the short clever headline to the lengthy blog or newsletter. A creative director like Bill, who excels on both the visual and copy levels, is a valuable asset to any agency.

One final point that bears mentioning. Anyone who tells you about Bill Nollman will no doubt mention that he has a terrific sense of humor. His insightful, intelligent form of wit permeates his work--in ways that can be highly persuasive in the selling of a product or an idea. ”

Martin Bihl, Creative Director/Owner, 7419

“Bill is that rare combination of creativity, intelligence, and diligence - which means he is able to come up with great ideas on his own, recognize great ideas that others come up with, and understand how to sell great ideas to clients where ever they may have come from. I have always found working with Bill to be enlightening and enjoyable, and I look forward to experiencing his unique perspective in the future to create more great work.”