

CHET MOSS

Winning Combination: Creative Mentor

Chet Moss is good at what he does, and he comes by it naturally. His parents were prodigiously creative. His father was an art director and writer; his mother a painter and designer. When he was 4 months old, his dad gave him a set of markers, setting him up for a lifetime of constant doodling. In high school, he drew elaborate designs on a pair of jeans, and his mother suggested he use them as part of his portfolio for college. Chet says the best advice he ever received was from his parents: “Don’t erase all your pencil lines: they’re the basis of great work.”

And great work is what Chet brings to his role as chief creative officer at QBFox Healthcomm, a company that he named and branded. He joined former ICC Lowe colleagues Steve Viviano and Stacy Patterson as a partner.

Chet named the new agency QBFox Healthcomm after the phrase, “the quick brown fox jumps over the lazy dog.” The agency’s first client launch was a success, and it has been smooth-sailing ever since. Just one year after opening their doors as a full-service

healthcare agency, QBFox is expected to double in size and move to larger digs.

QBFox was named an “agency to watch” in 2018 based on the fact that the three former powerhouse colleagues were back under the same agency roof. To that point, in May, the agency won the Grand Prize in the recent MM&M #convincemetovax contest, based on the strength of Chet’s “A Call to Arms” entry.

Chet says developing this campaign, which was designed to increase awareness about the positive individual and societal impact of vaccinations, was one of his biggest career highlights to date.

While at ICC Lowe, Chet won creative accolades from a number of industry publications, including MedAdNews, MM&M, and PharmaTimes. And if the list of awards is not enough of a testament to his talent, colleagues rave about his inspired leadership and his mentoring style. They say Chet is honest, thoughtful, and working with him means learning from him. They add he is an award winner because he pushes the envelope for newer and better ways to tell a story.

“I inspire others by encouraging their greatness, by respecting their wildest ideas and deepest concerns, and by sharing big ideas from disparate disciplines,” he says. “I believe that everything is personal. The more I know about who I work with and where their ideas come from, the more I can create a lively, stimulating environment where people want to contribute and be part of something very special.”

His willingness to share and the ability to communicate his knowledge in fresh and exciting ways is what makes him a great leader. Plus, he comes from three generations of comedic entertainers and for Chet, humor is a big force behind connecting with people.

On both the consumer and healthcare side, he’s worked with — and mentored — several of the top creative names in the communications industry, all of whom are better for having worked with Chet.

Colleagues say Chet is a rare breed, someone who is just as dedicated to the development of people as he is to the perfection of the product. “Ideas don’t stop with a nice comp,” Chet says. “They require flawless execution, which requires constant examination of how to produce something as smartly, as expertly, and as inventively as possible. So I look for progressive techniques and creators to get the raw idea to customers in unexpected ways.” **PV**

YOU’VE GOT IT COVERED WITH MOSS

Chet Moss

TITLE: Chief Creative Officer

COMPANY: QBFox Healthcomm

INDUSTRY AWARDS: MedAdNews, Manny Awards, MM&M Awards, The Global Awards, Clío Awards, RxClub Highlights: #convincemetovax Grand Prize Winner; Manny Best Philanthropic Award, RxClub OTC Gold

COMPANY AWARDS: Agency of The Year, Category 1, MM&M Awards (ICC Lowe); Agency of The Year, Category 1, MedAdNews Manny Awards (ICC Lowe); multiple awards for best pharmaceutical campaign, philanthropic campaign, launch campaign, visual aid, etc.

COMMUNITY AWARDS: New Orleans Outreach: community promotion

ASSOCIATIONS: Frederick Douglass Council; New York Historical Society; Ivy League Health and Wellness Network; Daily Pennsylvanian Alumni in Business; Pollinator-Pathway.org

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IMAGINE IF...
everyone
released more
endorphins.

Entertaining. Expressive.