



## Tomas Ramanauskas

Having started on the dark side of **journalism** - the criminal reports for National television - Tomas quite quickly decided to abandon the daily lives of corpses and take upon even more gloomy business - publishing. That's how the free **youth mag** *Pravda* started. It lasted for quite a few glorious years, expanding into One Minute Film festival, Freshmen Awards, etc. At that time he also found a new object of interest - a perplexing and challenging world of adbiz. He started as a **copywriter** at Leo Burnett Vilnius, then became creative director and together with a team gave birth to the most iconic and unique Lithuanian **brand** - *Ežys* (pre-paid mobile card). Then he dived into the waters of beautiful swimming pool which was **MTV Networks Baltic**, working there as CCO (Chief Creative Officer - it still sounds so good). During this sweet phase, he started a band Metal On Metal and released some songs by Fatboy Slim's record label.

For the last six years he co-owns and co-runs a successful **creative agency New!** strategically guiding local and international clients, as well as **digital content agency SuperYou** and brand-new branding agency *Godspeed*. Tomas is one of the most awarded creative directors in Lithuania's history, but he still thinks awards are only consequence, not main purpose of creativity.

Preparing for his debut as director, Tomas has opened **independent cinema theatre Pasaka** with like-minded film obsessives. He has left the cinema to sit in **director's** chair and premiered **animation short** *After Death, Before Hell*, nominated as the best animation of the year in Lithuania.

Tomas started his **lecturing** career back in mid-2000s and in recent years, together with his co-lecturer **Kristupas Sabolius** co-wrote a **book on creativity** *The Man Who Knew It All* and became one (two) of the most sought after speakers. Huge international companies, tiny start-ups, European institutions, curious students and businessmen became disciples of creativity in duo's passionate interactive sessions.

Currently, the guys are writing their second book, while patiently translating the first one into English. During those rare days, when Tomas is alone, he's pre-plotting another film and is dreaming of Japan.

Recent lectures & ongoing in 2017 (only selected ones listed):

- August 24: Lecture on creativity Baltic Summit of Sorainen Law firm, Lithuania
- June 11: Creative organization “[Penketai](#)” lecture on creativity, Lithuania
- June 9: [Adrenalinus](#) - Lithuanian advertising award festival. Lecture on creativity in advertising, Lithuania
- May 15: ESO (Lithuanian national energy operator) TOP management workshop on creativity, Lithuania
- April 5: Creative thinking workshop in Kaunas (ongoing project with Creative Europe Lithuania, 4 events in key cities in Lithuania), Lithuania

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### IDEA LAB – Ljubljana edition

On September 26, 2017, Motovila is hosting in Ljubljana (Poligon creative centre) Tomas Ramanauskas and Kristupas Sabolius to hold a workshop, designed specifically for cultural organisations to improve project-creating skills.

See Web [SLO](#) / [EN](#); Facebook: [CED Slovenia - Kultura](#) in [CED Slovenia - MEDIA](#).