

Ken Lantz

Senior Vice President, Director of Print Creative Services
DRAFTFCB - New York

After 10 years in the business as production manager and director of print and traffic services for agencies in the New York metro area, Ken joined FCB (Now Draftfc) in 1992 as Director of Production/Traffic Services for the HealthCare Division. By 1995, as Director of HealthCare's Print Support Group, his responsibilities had grown to include Production, Traffic, Editorial/Proofreading, Word Processing, IT, Art Buying and the Print Studios.

Nine years ago Ken moved up to oversee the FCB Direct Production department while also maintaining his duties as the HealthCare Operations Manager. Because of the unique perspective that comes with his 20+ years of Production experience, Ken was chosen shortly thereafter to integrate Print Creative Services for all three divisions of FCB New York (General/Direct/HealthCare).

In his current role, he directs the day-to-day functions of the Print Production, Traffic and Editorial/Proofreading Departments for Draftfc. He also is responsible for the entire Print Studio Operation for General/Direct/HealthCare.

With the newly formed Draftfc, Ken is leading their expansion into agency advanced technological pre-media services; some of the areas he is involved with range from digital workflows, creative and production, web to print tools, digital asset management and soft proofing.

Most recently, Ken has been assigned to assist all of the Draftfc North American Print Studio operations. He will create synergy among national offices through standardization of hardware/software and business processes.

Ken received a B.S. from The Rochester Institute of Technology's School of Printing. He is a Member of the AAAA's Print Committee, an APC Board Member and a member in good standing with the IdeaAlliance, SWOP, APC, NAPL, P3 and IPA.

Ken has also been honored by the industry. In 2004 he received the APC's APPY Award. (Advertising Production Person of the Year) In 2005 Ken was elected into the Print Media Hall of Fame. In 2006 Ken was honored to serve as the Chair for Idealliance's SPECTRUM conference. And in 2007, Ken was honored to have been named recipient of P3's Luminaire Award.

A sports enthusiast, Ken is an avid golfer with a moderately decent basketball game and a dedicated Hockey fan.

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