

Liran Aharoni

VP Creative AI

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Profile

Senior creative leader currently building the AI layer of a leading Israeli digital agency. Previously led the agency's transformation from an influencer-marketing boutique into a full-service shop serving global brands (Visa, Nespresso, Sony PlayStation, SodaStream, Renault). Today focused on defining and shipping AI-powered products and services, embedded both in internal operations and in client offerings.

Brings together three things that rarely sit together: brand thinking and storytelling, deep experience with global brands, and hands-on work with AI tools at a level that allows defining products and actually shipping them.

Experience

LEADERS (LDRSgroup) | 2019 – Present

Creative and digital agency, part of Stagwell International. Parent company of IMAI influencer-marketing platform.

Seven years across three consecutive roles: built the creative and strategy function from boutique scale into a full-service advertising operation, then led the company's shift to AI-native ways of working. Cumulative responsibility over dozens of brand clients, multi-million-shekel annual budgets, and teams of up to ~30.

VP Creative AI | 2024 – Present

Leading LEADERS' transition to an AI-native agency. Defining AI-powered products and services and bringing them to market and into internal workflows.

- **bestie.ai** — AI agent serving as a digital twin for influencers and brands. Defined positioning, voice, and product name; repositioned from a coupon interface into a digital extension of the influencer's content world. Live with select influencers and brands ahead of broader rollout.
- **LEADERSPROP.AI** — Internal AI-powered proposal generator. Cut proposal build-time from a full day to an hour. In daily use across client services.
- **LCOE (Leaders Client Opportunity Engine)** — Brand-research tool for business development, producing a tailored deck for every sales meeting. In active development.
- **AI components in client campaigns** — e.g., SodaStream ENSO launch with a brand-tuned AI model; interactive AI-powered Rush Hour landing page for Renault.

VP Creative & Strategy | 2020 – 2024

Led the creative and strategy function into a full-service advertising operation of close to 30 people at peak (account management, creative, copy, social, production, content, media). Responsible for the agency's Pareto clients with annual budgets in the millions of shekels.

- **Nespresso** — Four years leading digital and influencer strategy and creative. The VERTUO POP launch repositioned the brand to a younger audience and drove a sellout within three days. Creative later adopted by Nespresso in Belgium and Brazil.
- **Visa** — Multi-year initiative with Publicis Groupe, including content productions in London, Madrid, and Athens alongside Disney. Now in its fourth year. 18M+ impressions per cycle.
- **Sony PlayStation** — Client since 2019. Direct relationship with international marketing teams in Spain and Greece. Led a local Israeli production in a format with no precedent in the country. Level of trust brought the brand to embed its local marketing lead within the agency team, under my management.
- **Creative and strategic ownership** of yearly brand initiatives for SodaStream, Renault, Colgate, Chivas, Duty Free, Columbia, Goldstar, and XPENG.

Organizational transformation: upon joining in 2019, LEADERS was focused on influencer marketing as a layer within campaigns led by other agencies. Built the direct-to-brand operation: in-house creative department, inter-department standards, proposal and presentation templates, and a proprietary strategy methodology. This structure remains the operating model of the company today.

Creative & Accounts Manager | 2019 – 2020

Day-to-day client and creative management, while pushing the company toward direct partnerships with major brands.

Earlier Experience

- **Creative Director, Rainer Communications** (2015–2019) — Led creative for a content and digital production house serving B2B and B2C clients. Managed designers, editors, animators, and copywriters.
- **Studio Director, GG Studios** (2013–2015) — Directed studio-based TV and reality productions.
- **Independent Content Creator** (2010–2013) — Content for Cellcom, Bank Leumi, Migdal, SodaStream, HUMMER.
- **Field Reporter, AP News Agency** (2010–2014) — Research, filming, editing, and real-time reporting for Ynet, Israel Hayom, NRG, and international networks.

Skills & Tools

Strategy & Creative: Brand and content strategy, brief interpretation, integrated campaign leadership, executive presentation, directing and production, copywriting.

AI Products & Tools: Product definition and positioning, Claude Code, Next.js, Supabase, Claude API, MCP, custom GPTs, product-level prompt engineering. Creation tools: Midjourney, Sora, Runway, Higgsfield, Nano Banana, Veo 3.

Marketing & Management: Meta Ads, TikTok, YouTube, LinkedIn Ads, IMAI, ClickUp, Notion, Monday.

Education & Additional

- **B.A. in Humanities & Arts**, School of Communication and Film, Sapir College. Google Digital Marketing Certification, HackerU.
- **Teaching:** Lecturer on creative and strategy for brand management students; recurring semester lecture in Global & Local Marketing program.
- **Languages:** Hebrew and English — native fluency.
- **Military Service:** 2004–2007, Israel Defense Forces. Unit 6400, Discipline NCO (Staff Sergeant rank).