

## JoBe Cerny's Biography

JoBe Cerny is an actor, writer, producer and director. He goes to work each day to do something no one else has ever done. When he goes home at night, he dreams of things he will do the next day. His talents have been put to good use in advertising, theatrical stage productions, corporate meetings, films, television, books and audio books. He is an expert on the subject of Creativity.

His production company, Cerny/American Creative has produced over 9,350 productions. JoBe is the voice of the Pillsbury Doughboy, Google Santa, The Raid Bugs, The original Scrubbing Bubble, and the Oscar Mayer Singing Hot Dog. On camera, he was the Silent Demonstrator for Cheer Detergent doing P&G detergent commercials in seventeen countries. The campaign is considered to be one of the 50 greatest commercials of all time. It won a Golden Lion at Cannes and 350 more major awards.

One of his biggest accomplishments was directing 600 actors around the world in an audio bible titled as **The Word of Promise**. The production is the most opulent audio production ever produced. The 98 hour audio bible is considered a modern masterpiece. He also won **The American Scene Award** for converting CBS's **Twilight Zones** into radio programming. He also wrote new episodes of **Twilight Zone**. He writes a weekly column for **Screen Magazine**, which is titled **ADventures in ADvertising**.

He's anxious to get back on the road visiting Ad Feds and meeting new people!