



Andreas Düss, Partner and Chief Creative Officer of Nourish Food Marketing

Andreas grew up on a farm that's nestled into the remains of the ancient forest in which Germanic tribes once defeated the invading Roman legions.

At age six, he knew how to milk a cow, drive a tractor and cure bacon.

Leaving his bucolic childhood, but not his love of good food, behind, Andreas moved to London, UK, where he trained to be a sculptor. Trying to put the “starving” out of “artist”, he supported himself by working in restaurant kitchens where he learned how to survive seven day workweeks, and that ducking quickly is a good idea when an irate Chef throws sharp knives – if you ever ever meet him in person, check his left eyebrow for the scar.

After graduating both from school and kitchens, he started his marketing career as an Art Director at Ogilvy & Mather, where he was lucky to work with people such as Rory Sutherland, learning all about advertising the Ogilvy way where he worked on campaigns for American Express, The Royal Mail, Xerox and The National Trust.

Next, he learned about the power of specialization and vertical integration, working as the Creative Director and Director of Broadcast for the Banner Corporation, where he created global marketing programs for technology brands such as Cisco Systems, Sony, and Canon.

Somewhere in the middle, Andreas co-founded, built and sold the UK's first automated self publishing platform for authors, Publish and be Damned.

After moving to Toronto in 2004, Andreas decided that what he really wanted to do was to start an agency that would allow him to combine his love of food, and all things farming, with his skills as an advertising expert.

As a result, Nourish Food Marketing was born. For the last seven years, Nourish has helped Canadian, US and European food and beverage manufacturers sell more products, more profitably.

Clients include iconic Canadian brand Redpath Sugar; Richardson, Canada's largest privately owned agri-business, and van der Meulen, the world's largest producer of Melba toast products.

Previous speaking engagements include:

- Ontario-European Agri-Food Forum
- TFO Canada
- The Future of Food and Farming
- Ryerson University
- Humber College
- Numerous television appearances