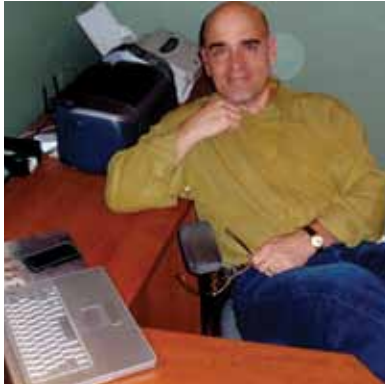


# TEN | 10 *group*



## **BRUCE ABELS**

Bruce Abels (aka Ready, Willing & Abels) is an accomplished, award-winning copywriter, creative director and broadcast producer with 25+ years creating campaigns for local, regional and national clients. After stints at various Denver ad agencies, Bruce became an independent creative in 1985.

In his long career, Bruce has created advertising in every medium and offers deep experience in industries from burritos to biotech, professional sports to financial services, healthcare to hospitality, consumer to business-to-business, for trade shows to network television spots. He also specializes in verbal branding services such as name/tagline development and strategic positioning.

Some of Bruce's notable creative includes work for ATI Graphics Cards, Chipotle, CIBER, Denver Botanic Gardens, Fresh Produce Sportswear, Janus Capital Group, National CineMedia, Water World and others.

Bruce is a 1976 honors graduate of Emerson College (Boston, MA), with a B.S. in Mass Communications & Film. His work can be seen at [www.rwabels.com](http://www.rwabels.com).