



HARRY ROMÁN-TORRES

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FOUNDER MAJOR

Harry Román-Torres is a strategist who helps brands think fast, act fast, and move with purpose. As the founder of MAJOR, he works with companies and agencies ready to lead – bringing sharp strategy, cultural fluency, and creative momentum to their most important challenges.

At Droga5, he helped shape the agency's approach to strategy, turning it into a creative engine for some of the most awarded work of the decade. His leadership helped drive business and cultural impact for brands like Google, Under Armour, The New York Times, Hennessy, and Chase.

Harry's work has been recognized at Cannes, D&AD, and the Effies, but his focus has always been broader: to make strategy a force that moves ideas forward, not just ads.

With MAJOR, he's building a new kind of strategy practice – one designed to meet the moment, move the culture, and help ambitious brands do something that actually matters.

