

Career summary:

Following over 13 years of pure brand advertising at **TBWA/London**, I became a firm believer that ideas should be communicated via whatever media was appropriate – not just the obligatory mass comms channels that were typical of large ATL agencies. This made me receptive to the offer of becoming **Creative Director of integrated agency Claydon Heeley**, in 2001.

Over the next six years, **Claydon Heeley** gained a strong reputation for challenging (but always highly effective) creativity across Direct, Digital, Ambient, Sales Promotion and Integrated channels. We were especially good at producing groundbreaking work in close conjunction with our clients. The award-winning creative for the Guardian newspaper was a particularly fine example of this. In, 2004, **Claydon Heeley was named Campaign's Direct Agency of the Year**. In 2006, **Claydon Heeley were Runners-up for Campaign's Direct Agency of the Year and Runners-up for Marketing Magazine's Direct Agency of the Year**.

In 2007, I was offered the **Executive Creative Directorship of RMG LONDON**. The challenge laid down before me was to, quote: "Do a Claydon Heeley." To revitalise the creative department. To build a comprehensive integrated team. To produce a consistently strong and diverse creative product. We soon had a terrific vibe under the inspired management of Tim Hipperson. Wave after wave of challenging creative work, new business wins, diverse awards and positive PR began to roll out. At this point, the dynamic changed, **RMG's global network merged into JWT worldwide**. Here was a new challenge. I eventually accepted the role of Group Creative Director and assumed responsibilities across some huge global integrated accounts. Always trying to navigate a creative path for our clients through recession-ravaged seas...

I co-managed the JWT creative department, looking after the integrated teams who continued to pick up awards across a wide range of disciplines. New business pitch wins I oversaw included Rolls Royce Corporate, Shell Global (repitch), Royal Caribbean and MyLawyer.co.uk

I continued to believe in a creative department (and indeed an agency) that works **closely, fluidly and honestly with its clients – and its employees**. I despise egos and believe a creative department should house a depth of general knowledge and expertise across the skillsets of writing, art direction and new technologies. Channelwise, teams should be competent across all disciplines. But, I expect them to think 'idea first' then apply this core thinking to whatever touchpoints are appropriate.

In 2015, after taking a writing sabbatical, I returned to the advertising world.

After a thoroughly enjoyable year of freelance, I **joined Keko London as their Head of Copy**. (The name is a contraction of Kemper Communications – the long-standing German Porsche agency.) Keko London was dedicated to producing the finest quality of brand and product creative for its main client, Bentley Motors. Yet it placed equal emphasis on taking care of its greatest assets – its employees. That's always been my MO, so a perfect fit. I was in charge of the written word – in its many forms, from film to CRM, from website to social.