



## Press Release

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### DDB hires Howard Willmott from JWT as Creative Director

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**Date** 14/04/08

**Location** London

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DDB has hired Howard Willmott, as a Creative Director, in a new role created to strengthen both the network's capabilities in Europe and in the London agency.

Willmott will report directly into the President of DDB Europe, Michael Bray, and will work on a number of DDB Europe's accounts as well as taking an active role in New Business.

Commenting on the appointment, Michael Bray said, "Given our recent and expected growth in international new business, I wanted to ensure that all of our expanding client base was given access to the top level of creative talent that they expect from a creatively driven network like DDB. Given Howard's brilliant record in delivering world class creative solutions for international businesses, I think he's a fantastic addition to the DDB family."

Willmott will report to Jeremy Craigen, Executive Creative Director of DDB London, taking on a range of responsibilities on existing clients as well as new business and acting as Deputy to Craigen.

This move is in recognition of the increasing importance of London as a hub for international business and the opportunity for growth this brings.

Jeremy Craigen, Executive Creative Director, said, "I am delighted that yet another hugely talented creative wants to join us at DDB. I've known Howard and admired his work for many years and am really excited that we've finally got the chance to work together."

Willmott joins from JWT, where he worked on a number of the network's international clients. Prior to JWT, Willmott was Executive Creative Director at Publicis New York, and Group Head at Saatchi and Saatchi in London. He has won a myriad of awards for his work including 11 Cannes Lions and 8 D&AD Pencils and he has worked with numerous international brands such as Vodafone, Heineken, HSBC, Shell, Kellogg's and Unilever.



Stephen Woodford, Chairman and CEO of DDB UK, commented, "This is a new role for DDB and reflects London's role as a key hub for global business. With Howard's arrival and our other recent hirings, we have strengthened our team with some of the best and most experienced players in the market."

Commenting on his move, Willmott said, "The best places to work are where you feel everyone is better than you and where you have to run to catch up. I showed my book to Jeremy in 1992. He said it needed some work. He wasn't kidding."

Willmott will be based in the DDB offices in London.

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