



MIKE COOPER
CEO WORLDWIDE
PHD

I am responsible for PHD Worldwide, its development, direction and growth. I spend most of my time in either New York or London but I am also lucky enough to regularly travel to continental Europe, Asia, Australasia and occasionally Latin America. I'm responsible for 47 offices and over 2000 staff worldwide and some major client relationships like Mercedes, Chrysler, Unilever, New Balance and Gap.

I've been in this role for about a year. Previously I ran Omnicom Media Group Asia Pacific, main businesses there were OMD and PHD and also looked after our Global Account Management program. In that capacity I looked after clients such as McDonald's, GE, Nissan, Apple, Vodafone, Mercedes, PepsiCo and FedEx amongst others.

I have been with Omnicom for 11 years, I was the first OMD employee in the world and set up the first network we created back in the late Nineties. Prior to that I worked in television and I also ran creative agencies for 7 years with Saatchi & Saatchi.

While I was running OMG APAC we won Agency Of The Year three times and I was Advertising Head of The Year in 2007 courtesy of Media Magazine. We were the most successful media group in terms of new business and creativity awards won 2003-2006.

Being based partially in the UK I worked on our successful Cadbury pitch recently. We had a huge amount of fun with this but contrary to local speculation it was not me in the gorilla suit serving chocolate ice creams at the end of the presentation!