



NIRMAL DIWADKAR
REGIONAL CREATIVE DIRECTOR (MENA).

Nirmal Diwadkar was born and bred in Mumbai, India.

An Art School graduate from the University Of Mumbai, he started his career in 1992 with Lowe (then Lintas) in Mumbai and then worked with agencies such as FCB and Y&R before moving back to the Lowe Worldwide network in Dubai.

At Lowe, he rose within the ranks to become Creative Director and eventually Chief Operating Officer, before saying goodbye to Lowe Dubai after eleven years and establishing it as among the most awarded agencies in the region. He joined TBWA\RAAD in 2007 as Regional Creative Director of Middle East North Africa. In 2008, TBWA\RAAD Dubai was among the top three awarded agencies in the country.

Along the way, Nirmal has led his agencies to win various international and local awards, groomed some of the best talent in the region and has been on the jury of local and international award shows.

His experience in the region spans seventeen years and includes award winning work for brands such as Unilever, Johnson and Johnson, HSBC, Standard Chartered Bank, Beiersdorf, Nissan, ACDelco, Emirates, among many others.