



D&AD Expands Global Presence with 26 Ambassador Appointments Across 10 Countries



London, 16 April 2026, D&AD, the global non-profit championing excellence in design and commercial creativity, has appointed 26 leading creatives across 10 countries as part of a new global Ambassador Programme.

Spanning creative hubs across Europe, Asia Pacific, North and South America, the Ambassador network includes representatives from cities such as Auckland, Berlin, Hamburg, Hong Kong, Los Angeles, Madrid, New York, Paris, São Paulo, Sydney and Tokyo.

Among those appointed are Döerte Spengler-Ahrens (Jung von Matt, Hamburg), Ricardo Wolff (INNOCEAN, Berlin), Yasuharu Sasaki (Dentsu, Tokyo), Pancho Casses (David, Madrid), and Shakira Polite, Entrepreneur in Residence at the Frank G. Zarb School of Business in New York and a former D&AD Shift participant. This is an initial group, with further appointments to be announced over time.



The programme is designed to embed D&AD more deeply within local creative industries, connecting talent with its global network, programmes and standards.

David Patton, CEO at D&AD, said: *“This is an important moment for D&AD. We’ve always believed creativity doesn’t belong to one place, it’s shaped by communities all over the world. This programme allows us to be closer to those communities, supporting talent at every level, raising standards and strengthening the connection between local industries and the global creative network.”*

Each Ambassador will champion creative excellence and representation within their region, acting as an advocate for D&AD, connecting local communities to its global programmes, and providing insight to help shape the organisation’s future direction.”

Cat How, D&AD Ambassador and Founder, How&How, said: *“What I’ve always admired about D&AD is that it champions creativity at every level, from the very best work in the world to the next generation finding their way in the industry. Having mentored with D&AD Shift, I’ve seen that commitment in action. I’m honoured to be part of the Ambassador Programme and looking forward to collaborating, sharing ideas and hopefully inspiring a few along the way.”*

The Ambassador Programme builds on D&AD’s long-standing commitment to creative education and access, including initiatives such as Shift, its free night school for creatives from non-traditional backgrounds, and the New Blood Awards.

THE AMBASSADORS

AUCKLAND

Nick Worthington: Founder, The Tuesday Club

BERLIN

Ricardo Wolff: ECD, INNOCEAN Berlin

HAMBURG

Döerte Spengler-Ahrens: CCO & Partner, Jung Von Matt

HONG KONG

Natalie Lam: Former CCO, Publicis Groupe APAC



Kitty Lun: Head of Creative Shop Greater China, Meta

LOS ANGELES

Paco Conde: CCO, LERMA/

Ali Brown: President & EP, PRETTYBIRD and Ventureland

Cat How: Founder, How&How

LONDON

Tara Ford: CCO, Droga5 London

Tim Greenhalgh: Founder & Creative Director, Like a Moth

Steve Honour: Global Head of Design, Luxury & Single Malts, Diageo

Seun Areoye: Editor, GAUCHOWORLD

Nova Dando: Global Creative Director, TikTok

MADRID

Pancho Casses: Partner & Global Chief Creative Officer, David

NEW YORK

Gabriel Schmitt: CCO, Grey

Alison Gagnano: ECD, The New School

Shakira Polite: Entrepreneur in Residence, Frank G. Zarb School of Business, ex-Shift

PARIS

Sylvain Thirache: President, Le Club des DA

SÃO PAULO

Joanna Monteiro: Former CCO, FCB Brasil

Mateus de Paula Santos: CCO & Founder, Lobo

SYDNEY

Tara McKenty: CCO, AKQA

Patrick Guerrera: Founder & Director, Rebellion Consulting

Melissa Baillache: ECD APAC, Koto

TOKYO

Yasuharu Sasaki: Global CCO, Dentsu



Naomi Hirabayashi: Designer

Jean Lin: Global Chief Brand Officer, Dentsu Group Inc.

Head to the ambassador page for more information on these appointments, <https://www.dandad.org/creative-community/ambassadors>.

Ends

For more information please contact laura.mcturk@dandad.org

High resolution images of all ambassadors are available on request.

About D&AD

D&AD is a global creativity non-profit that celebrates, stimulates and enables excellence in design and commercial creativity. Through its world-renowned Awards and education programmes, D&AD aims to generate funding to champion the next generation of creative talent to drive positive change in the industry and beyond. The global steward of creative excellence in commercial creativity. For more, visit: dandad.org