



D&AD Names Kwame Taylor-Hayford as President

- Creative visionary and entrepreneur Kwame Taylor-Hayford succeeds Jack Renwick ushering in a new era for the global non-profit advertising and design association's US growth
- Kwame is the first D&AD President based in New York, where advertising, design, culture, and impact intersect. Through initiatives like Shift, Shift Studio, and New Blood, D&AD equips and empowers talent within the global creative community
- Kwame outlines his Presidency ambition to champion the next generation of creative leaders and highlight the commercial and societal impact of purpose-driven creativity, within the US and worldwide



[3rd October 2024, London] - D&AD, the globally renowned non-profit which represents the pinnacle of creative excellence, proudly announces the appointment of Kwame Taylor-Hayford as its new President for the 2024/2025 term, succeeding Jack Renwick.

This appointment represents a pivotal moment in the organization's expanding influence in the United States as Kwame is the first D&AD President based in New York.

Elected annually by the D&AD Board of Trustees, the President leads the organization in driving its mission forward. Kwame, a pioneering entrepreneur and creative leader, has long championed the transformative power of innovative ideas to inspire positive change. His commitment to empowering and mentoring emerging talent aligns with D&AD's mission to nurture creativity.

Kwame brings with him a deep and extensive history with D&AD. As a member of the D&AD Impact Council since 2017, Impact Jury President in 2020 and 2022, and a D&AD Trustee, he has played a key role in shaping the organization's direction. Additionally, as Resident Executive Creative Director for *Shift NYC*—D&AD's award-winning free night school for self-made creatives—he has helped cultivate new pathways for diverse and emerging talent. A new

offering, Shift Studio, aims to connect creative agencies and brands with talent from the program to generate original ideas that solve real business challenges.

In his role as D&AD President, he will focus on empowering the next generation of creative leaders, with a specific focus on mentorship and advancement of talent in the middle of their careers. His presidency will also spotlight the dual value of purpose-driven work, highlighting how brands can, through innovative thinking, drive positive outcomes for their business and form tight bonds with different communities while moving society forward.

A respected thought leader in the creative industry, Kwame co-founded *Kin*, a company that uses innovative ideas to drive business growth, cultural impact and social change. He also co-founded *SATURDAY MORNING*, a nonprofit that uses creativity to address racial bias and injustice. His dedication to creativity has earned him numerous accolades, including spots on *Adweek's Creative 100* and *AdAge's 40 Under 40*. In 2019, he was inducted into the American Advertising Federation's Hall of Achievement.

Kwame Taylor-Hayford, D&AD President for the 24/25 term says "Throughout my career, D&AD has exemplified the best creative ideas and craft from talented people around the world. That global perspective, representing different countries and cultures has been a constant inspiration, fueling my curiosity, motivating me to explore, learn and grow. This was especially true during the formative years of my journey, when I was finding my voice and forging a path in the industry. I'm truly honored, very excited and deeply motivated to take on the presidency this year.

For all the creatives around the world, regardless of background, training or circumstance, who are figuring out how to navigate their career, D&AD is here for you. Our archive, learning programs, masterclasses, and, most importantly, generous community of established and emerging talent are here to help you realize your creative ambitions."

Dara Lynch, D&AD CEO says "We are thrilled to welcome Kwame as our new President, taking the baton from the incredible Jack Renwick. Like Jack, Kwame's dedication to driving forward D&AD's representation of creative excellence has been unwavering. From his impactful contributions to our Board of Trustees, to his hands-on mentorship in programmes like Shift and New Blood, he embodies the spirit of our organisation. Kwame champions diverse talent and ignites social change through creativity, reflecting D&AD's core values at their heart.

I'd also like to give a big shout out and thank you to Jack for serving as D&AD President for the 2023/2024 term. Her passion and commitment to our design industry and unwavering support for emerging talent has left an indelible mark on D&AD."

With Kwame Taylor-Hayford at the helm, D&AD is set to continue its legacy as the pinnacle of creative excellence, while nurturing the next generation of talent poised to shape the future of the industry.

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NOTES TO EDITORS

About D&AD

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. The D&AD Awards are recognised globally as the ultimate creative accolade, entered and judged by the best from around the world. But it's much more than just awards. Members join a vibrant global community, whilst creatives and clients are inspired by a world-class training programme. As a non-profit advertising and design association, all D&AD's surpluses go straight into programmes such as New Blood and Shift, inspiring the next generation of creative talent and stimulating the creative industry to work towards a fairer more sustainable future. www.dandad.org.