



## **D&AD appoints McCann's Danilo Boer to its Board of Trustees**

London 6 May 2026, D&AD, the global non-profit championing excellence in design and commercial creativity, has appointed Danilo Boer to its Board of Trustees.

Boer is Global Creative Lead & Partner at McCann, and President of the Global Creative Council, helping to evolve the network's global creative vision.

Previously Global Creative Partner at FCB, he helped cement the agency as one of the top-performing creative networks in the world, including being named D&AD Network of the Year in 2025. Over his career, he has amassed 168 D&AD Awards, including a Black Pencil for Spotify. His work has also been recognised with two Emmys for Michelob ULTRA, and by the Academy of Motion Picture Arts and Sciences with an Academy Award of Merit for his contribution to captioning.

This year, he will serve as Jury President for Direct at D&AD, bringing a firsthand understanding of the standards that define a Pencil.

Boer's appointment is part of D&AD's ongoing commitment to building a Trustee Board that reflects the evolving needs of the global creative industry. He joins a growing roster of recent appointees, including Rod Sobral, Emma Follett, Ravi Amaratunga Hitchcock, and Priya Prakash.

The appointments follow the recent arrival of David Patton as D&AD's new CEO, as the organisation sharpens its strategic direction for 2026 and beyond.

Tim Lindsay, D&AD Chairman said:

"Danilo brings an extraordinary depth of creative leadership to the D&AD Board. His track record of building culture-shaping work across leading global agencies, combined with his commitment to craft and instinct for what makes creativity truly matter, makes him an invaluable addition as we continue to support a rapidly evolving global creative community."

Danilo Boer said:

"D&AD has always stood for something I believe in deeply: that holding creativity to the highest standards is what makes the work matter.

The industry is at a fascinating crossroads, and I want to help ensure we continue to believe in the power of creativity to solve real business problems.

It feels like just the other day I was poring over D&AD Annuals. Now I have the opportunity to help shape the future of this incredible organisation. I'm honoured to join the Board and contribute to that mission."

**ENDS**

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**Notes to editors**



**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](http://dandad.org)