



David Patton Takes the Helm as CEO of D&AD Bringing Global Agency and Brand Leadership

D&AD, the global non-profit championing excellence in design and commercial creativity, has appointed David Patton as Chief Executive Officer, who will take up the role later this month.

With senior leadership experience spanning marketing, advertising and production, Patton brings a proven track record aligned with D&AD's mission to celebrate, stimulate and enable creative excellence wherever it is made. He joins the organisation as it continues to play a leading role across design, advertising and commercial creativity in a rapidly evolving industry.

Over the course of his career, Patton has held a number of senior leadership roles including European Vice President of Marketing at Sony PlayStation and Senior Vice President of Marketing for Sony Europe (Sony Electronics), where he established himself as a champion of creative excellence. He played a key role in backing some of the most celebrated and influential commercial work of recent years, including PlayStation's Double Life and the multi-D&AD Pencil-winning Sony Bravia 'Balls' campaign.

Patton also led world-class creative agencies, serving as CEO of Grey London and EMEA President at Grey, before becoming Global President of Young & Rubicam,



Global President of The Mill and MPC Advertising and most recently CEO of visual effects and animation studio Jellyfish Pictures.

Tim Lindsay, D&AD Chairman said: *“David's remarkable career has been the perfect preparation for running D&AD. He's championed creative excellence and built environments for it to thrive wherever he's been. And at a time when the industry is experiencing seismic changes, his record of setting high creative standards, nurturing creative talent, supporting creative learning and setting himself new challenges will help propel D&AD into a bright future.”*

Lisa Smith, D&AD President and Uncommon Global Chief Design Officer, said: *“What matters most is the quality of the work we choose to stand behind. That principle has guided this appointment, and in David I see a leader with the judgement and ambition to uphold those standards. Just as importantly, he shares our belief in building the next generation of talent, supporting emerging creatives through both traditional and non-traditional pathways, and creating an environment where people at every stage of their career can continue to learn, grow and do the best work of their lives.”*

David Patton said: *“Having worked across agencies and in-house teams, I've seen first-hand that creative excellence is shaped by the whole industry, from emerging talent to global creative organisations. As the industry continues to evolve, D&AD will play a vital role in supporting talent and setting the standards that drive creative excellence forward.*

Programmes such as Shift, New Blood and D&AD's learning initiatives are vital in opening up the industry and nurturing the next generation of creative talent. I'm excited to build on D&AD's legacy of championing creative excellence and continuing to push the boundaries of what our industry can achieve.”

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

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



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