



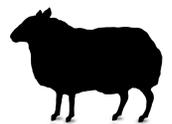
Sir Nigel Bogle
Founder BBH

Nigel's background is in Account Management, originally learning his trade at Leo Burnett after a brief and spectacularly unsuccessful attempt to become a lawyer.

He founded BBH with John Bartle and John Hegarty in London in 1982. The three had met eight years previously when they were each approached to start the U.K. office of TBWA.

Taking no business and just five people, they set up BBH with the objective of producing truly outstanding work for like minded clients. The Agency swiftly became one of the most talked about in the advertising industry. Their founding client, Audi, is still with the agency today.

BBH has won many awards in its 33 year history including the Queen's Award for Export Achievement twice and numerous Agency of the Year and Effectiveness titles around the world. In 2006 and 2007, Campaign magazine voted him top CEO in the industry. In 2006 he received the Presidents' Award from the BTAA.



Today, as Founding Partner of the BBH Group, he remains closely involved with several of the agency's clients.

Nigel was the architect of the micro network concept that BBH has pioneered with offices in London, New York, Los Angeles, Singapore, Sao Paulo, Shanghai, Mumbai and Stockholm. This has emerged as a new and different model to conventional networks in servicing global and regional accounts including Unilever, Diageo, Google and British Airways.

Nigel has overseen the development and promotion of the next generation of management at BBH. As a result, BBH offices in London and Asia Pacific are run by former graduate trainees and key members of the global leadership team joined as young account managers or planners. The average length of service in the BBH global management team is 15 years. Nigel believes in combining management stability with constant restlessness.

So, he works hard to ensure that BBH lives by its mantra: "When the World Zigs, Zag."

