



Pelle Sjoenell
Worldwide Chief Creative Officer

Pelle became Worldwide Chief Creative Officer at BBH in 2016, and oversees the creative work for all of BBH's offices: LA, NY, London, Singapore, Shanghai, Stockholm and Mumbai.

He most recently served as executive creative director for BBH Los Angeles, which he launched in 2010 after spending three years at BBH New York. BBH LA was launched to reinvent the agency's offerings by exploring new ways of working within the intersection of entertainment, technology and brands. One initiative is The Creative Studio, a production company launched in 2014 with Scooter Braun to create branded and unbranded entertainment, everything from ads to music videos.

In his time at BBH, Pelle has contributed to a variety of award-winning campaigns including the "Clean Your Balls" campaign for Axe and the "Dear Sophie" spot for Google, voted the best commercial of 2011 by Time Magazine.

Prior to working with BBH, Pelle spent part of his career as the CEO of King as well as a stint at Fallon in Minneapolis. Throughout his career, Pelle has amassed a number of awards including 18 Cannes Lions, one of these a Titanium Lion, and a Grandy award. He studied Art Direction & Communication at the Berghs School of Communication.