



Sarah Watson
Global Chief Strategy Officer

Sarah joined BBH NY as the agency's first-ever CSO in 2011. She has since transformed strategy and planning at BBH New York with an “all killer no filler” mind-set. Embedding strategy deep into the creative process, she pushes for bigger and more resonant ideas across all media, with tremendous results. Over the years, Sarah's strategic excellence led to the creation of award winning work for clients like PlayStation, Netflix, Seamless, Johnnie Walker and Cole Haan.

Before NY, Sarah worked at BBH London as a planner on a host of brands including Johnnie Walker, Vodafone and Levi's. In 2007 she was named Head of International Planning. In between stints at BBH she was Head of Planning at DDB London.

In addition, Sarah has put a huge emphasis on finding and championing strategic talent from a wealth of backgrounds. She was responsible for spearheading the agency's ‘Griffin Farley Search for Beautiful Minds’ – a three-day mentorship program culminating in a talent showcase in honour of a late colleague. She was a Trustee of Fawcett, the UK's leading gender equality campaigning organization for many years and now advises equality non-profits in America.

Sarah lives in Greenwich Village with her husband and 2-year-old daughter.

Earlier this year, Sarah was announced as the first Ambassador for Cannes Lions' 'See It Be It' programme, an initiative which aims to develop high-potential creative women and bring them to the attention of the industry.