



Mr Ben Lightfoot

CEO

**McCann Worldgroup Singapore**

With more than 18 years of experience within advertising and communications industry, Ben has worked across every type of agency: large multi-nationals, boutique independents and small start-ups across New Zealand, Australia, New York, London, Paris and more recently in Singapore.

Ben joined McCann New Zealand in 2009 and in 2011 he was elevated to the position of CEO, McCann Worldgroup Singapore, Asia's network flagship agency.

Ben has held senior roles managing creativity across disciplines such as brand, retail, direct and digital . His strategies and creativity have earned him international awards. His most treasured award: a Certificate of Merit for his Effervescent Personality.

In 2012 Ben was invited as Chairman of the Singapore chapter of the Global EFFIES and a board member of the Advertising Institute of Singapore.