

Nick Bishop

Global. Leader. Business. Growth. Communications.

Quick Summary

A true globalist, Nick has spent the past 3 decades running communications agencies in his native Australia, on both coasts of the USA, in London, Madrid and Amsterdam.

He oversaw marketing communications, brand management and agency relationships at

The Coca-Cola Company headquarters in Atlanta.

Nick has been an entrepreneur twice – currently in LA with startups. Prior as a consultant.

- *15 years at McCann in 6 cities and 5 countries.*
- *2 years at Coke and 2 years as a Consultant.*
- *5 years running Grey's 2nd largest account*
 - *5 years at DDB on West Coast.*
 - *5 years as an entrepreneur & mentor.*

Nick has spent the past 5 years as a full time entrepreneur working in expanding Formula 1 to Las Vegas, creating niche car leasing solutions & opened 2 successful restaurants and a catering business.

He's tired of telling mentors what a great time it is to be in the business.

Nick misses the corporate world and the exciting media, data and tech creative opportunities that are everywhere .

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A bit more detail

10/14 - Present : Entrepreneur

www.forkinpies.com. Reinvented the Aussie Pie with the help of a "Chopped" Champion Chef.

Created a successful expat car leasing business – and chose not to scale it. The model is being rolled out now.

Formula 1 in Las Vegas.

11/07 - 7/12 : President & CEO at DDB West

Reported to the President of DDB North America. Responsible initially for Los Angeles office, then broadened responsibility to encompass entire West Coast.

12/03 - 10/07 EVP Director Global Accounts, GREY /G2

Ran the British American Tobacco business globally for Grey. Initially a significant revenue client when I started that grew to almost \$US 100 million under my leadership. Was responsible for the business in the 72 offices where we serviced the business. Key brands were Dunhill, Lucky Strike, Kent & Pall Mall.

11/01 - 12/03 Founder & Owner : The O Partnership

Created a global "objective" consulting practice that serviced agency and brands globally.

8/00 - 11/01 VP Consumer Connections at The Coca-Cola Company

Reported to the CMO. Responsible for all agency relationships globally. Responsible for brand management globally of Coca-Cola, diet Coke, Sprite, Fanta & Schweppes. Responsible for all global advertising and agency relationships.

1/99 -7/00 Worldwide President & CEO, Anderson & Lembke/McCann A&L

Reported to President NA. Hired as Global President of A&L. Led successful pitch for the Microsoft global business. A&L & McCann were merged - promoted to President of merged operations. 450 staff.

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12/97 - 12/99 CEO at McCann Erickson Sydney

Reported to President of Asia Pacific. Was asked to move to move to San Francisco. *Won second HK McCann award for agency turn around.*

6/95- 12/97 Chairman & CEO, McCann Netherlands

June 1995 - December 1997 Reported to President of Europe. Rose agency in Dutch rankings from #14 to #7. Asked to move to run McCann Sydney. *Won first HK McCann award for agency turn around.*

12/92 - 6/95 SVP HK McCann, LONDON, UK

Reported to President. "Saved" the Coca-Cola account in GB with new agency model. HK McCann. Asked to move to run McCann Amsterdam.

General Manager , Universal Media, Madrid, Spain

Set up and established Universal Media in Spain. Secured and grew Coca-Cola business at Universal.

VP Worldwide Media Director at McCann Erickson New York WW

1988 - 1990 (3 years) First international media transfer in McCann History. Ran global Coca-Cola media business.

National Media Manager at McCann Erickson Sydney

1985 - 1988 (4 years) . Ran Coca-Cola, Levi Strauss and Colombia Tri-Star Media business.

Senior Media Planner : Young & Rubicam, Adelaide, South Australia

1983 - 1985 (3 years) . Mitsubishi Motors, Lois Jeans.

Account Executive : Barry Thompson Advertising, Adelaide, South Australia

1980- 1983 (3 years) . Account Exec. Production. New Business. Tea and Coffee maker.