

# DIGITAS

## BIOGRAPHY

### Mark Beeching

Worldwide Chief Creative Strategy Officer

As Chief Creative Strategy Officer, Mark leads Digitas creative work throughout the agency's across Asia, Europe, The Americas, and Australasia. He brings to the role a background that spans children's theater, Cold War broadcasting to the former Eastern bloc, general advertising, film production, and digital media.

Mark says he feels "just relieved and lucky" that the very unplanned messiness of his career has equipped him so well for these times of rapid change in the media and marketing landscape. His vision for change, leadership, and influence have helped produce award-winning campaigns that unleash the powerful interaction of brands and people. During his tenure at Digitas, Mark has led innovative digital work for clients including American Express, Delta, Samsung, and P&G.

Mark's creative impetus and his championing of Digitas colleagues have resulted in top industry honors including Cyber Lions silver and bronze and Lions Direct gold and bronze—Cannes Lions International Advertising Festival—and *Adweek* IQ Independent Agency of the Year.

Prior to joining Digitas in 1999, Mark was executive creative director of Circle.com and co-founder of the London Beechwood agency. Mark holds a B.A., cum laude, and a Master of Arts from Corpus Christi College, Oxford.