

## KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI

Kevin Roberts is the New York-based CEO Worldwide of Saatchi & Saatchi – one of the world's leading creative organizations with a team of 6000 people across 86 countries – and part of Publicis Groupe, the world's fourth largest communications group.

Clients of Saatchi & Saatchi include 50 of the world's most valuable global brands including Procter & Gamble, Toyota, Lexus, General Mills, Visa International, JC Penney and Novartis.

Roberts, born and educated in Lancaster in the north of England, started his career in the late 1960s with iconic London fashion house Mary Quant. He became a senior marketing executive for Gillette and Procter & Gamble in Europe and the Middle East. When he was 32, he became CEO of Pepsi-Cola Middle East; he later became Pepsi's CEO in Canada.

In 1989, Roberts moved with his family to Auckland New Zealand to become Chief Operating Officer with Lion Nathan, a position he held for seven years.

Roberts took up his position as CEO Worldwide with Saatchi & Saatchi in 1997. Under his leadership, Saatchi & Saatchi has grown revenue year by year and achieved record financial performance and outstanding creative success at the Cannes International Advertising Festival, consistently placing in the top three networks worldwide. He has an international reputation for an uncompromisingly positive, inspirational leadership style, and an extraordinary ability to generate ideas and emotional connections that accelerate value.

Kevin is an Honorary Professor at the University of Auckland Business School, and an Honorary Professor of the Peruvian University of Applied Sciences, Lima. He was awarded an Honorary Doctorate by the University of Waikato in 1998 and in June 2009, received an Honorary Doctorate in Letters from the International University in Geneva. Kevin is also Honorary Professor of Creative Leadership at Lancaster University and in July 2009 accepted the award of Honorary Doctorate of Laws. He was CEO in Residence at Cambridge University's Judge Business School from 2001-2009.

With academic colleagues from the Waikato Management School, Roberts wrote *Peak Performance: Business Lessons from the World's Top Sporting Organizations*, an inspiration-driven business theory and practice. In 2004 he wrote *Lovemarks: The Future Beyond Brands*, a ground-breaking business book published in 18 languages showing how emotion can inspire businesses and brands to deliver sustainable value. His book *sisomo: the future on screen*, looks at the central role of sight, sound and motion in accelerating emotional connections in the digital age, and *The Lovemarks Effect: Winning in the Consumer Revolution*, provides a collection of influential insights on the impact of Lovemarks in markets worldwide. Most recently Kevin wrote the text for *Diesel: XXX Years of Communication*, a book marking the 30 year anniversary of the iconic brand, after being invited to do so by Renzo Rosso.

The Citizens for NYC awarded Roberts the 2004 New Yorker for New York Award. In 2004 he was appointed business ambassador for the New Zealand United States Council in the US, to complement government-to-government relationships. A former director of the New Zealand Rugby Football Union, he is the current Chairman of the Board of USA Rugby. He was appointed a Director of Telecom, New Zealand largest publicly-listed company, in 2008.

Kevin is a trustee of the Turn Your Life Around Trust, an Auckland charity that mentors at-risk teenagers, and is a Sponsor Governor of Lancaster Royal Grammar School in the UK, his former school. Kevin is married to Rowena Roberts, and has two daughters and two sons. A New Zealand citizen, he has offices and homes in Auckland, New York, St Tropez and Grasmere in the English Lake District.