

Chris Clarke

Chief Creative Officer, International

As Chief Creative Officer, International at DigitasLBi, Chris oversees the agency’s creative output internationally. He has overall responsibility for DigitasLBi’s point of view on the world, and is the father of the famous unicorn emblem.

Known for his provocative views, Chris is a regular commentator in titles like *The Guardian*, *Marketing* and *Campaign*, and was amongst the first in our industry to highlight the darker side of digital disruption. He is a passionate proponent of the idea of enlightened self-interest, and believes that businesses can build their brands by creating work which has a social purpose at its heart.

Chris began his career in digital in the late 90s, starting as a copywriter at pioneering Swedish digital advertising agency Abel & Baker and later joining Wheel, a forerunner of DigitasLBi, where he became Executive Creative Director. He was subsequently European Executive Creative Director at Modem Media, President and Executive Creative Director of Digitas UK before joining LBi (now DigitasLBi) in 2008.