

Matt Turrell
ECD/CD/Art Director



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Creative skills



- Full 360 integrated communications
- Social campaigns and branded content
- Immersive digital platforms and experiences
- Documentary filmmaking & TV commercials
- Design & Branding

Business leadership



- 73% of all pitches won in the last 4 years
- £41m brand business won in the last 15 years
- Executive client engagement
- Created new agency positionings

Client expertise



- **FMCG** (P&G, Dairy Crest, Visa, Colgate, Vodafone)
- **Health** (GSK, Pfizer, Idis, Leo, Merck, Novo Nordisk, Abbvie)
- **Public Sector** (UK, US, AUS Governments)
- **Tech** (Microsoft, Nokia, Toshiba, Samsung, BBC)

Achievements



- Cannes Lions Health Agency of the Year
- 100+ International awards
- Ranked Top 25 CD (Creativepool)
- Ranked Top 25 Digital CD (Creativepool)

Summary



An award-winning Creative Director, with 20+ years multi-channel experience from big digital campaigns and platforms to global film, print and integrated work. My agency list includes VML, Grey, Y&R and McCann Health whilst most notably working on Microsoft, BBC, Nokia, Toshiba, Utterly Butterly, Visa, Samsung, Premier League and extensively across GSK and P&G brands. Previously as creative manager, I had Regional EMEA CD roles for Fairy, Visa International and Nokia ES. Over the years I have built up a rare combination of experience in multi-national and boutique agencies across FMCG, Tech, Health and Public Sector, enabling me to produce outstanding results for clients both large and small. As such, my award list includes Cannes Lions, D&AD, New York Festivals and Clio's.

Team management



As a creative manager, I have led four creative departments whilst leading by example, winning new business, building collaborative cultures and nurturing people's personal successes.

Award Juries & Mentoring



- New York Festivals
- Lovie Awards
- Webby Awards
- Executive Academy Member IADAS
- MA Student Mentor, Royal College of Art

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Employment

Executive Creative Director
TurrellRossi, London
2020 - April 2023



Started an independent brand and design consultancy, offering clients access to top international strategic and creative talent on a project by project basis. We successfully launched a female healthcare product for Karo Health in Germany, with new strategy, branding, packaging, design communications and fully integrated digital platform and social campaign.

“Matt is one of the best ECDs I’ve had the pleasure to work with in my career.”

*Gianpaolo Palombella, SVP
Group CD, MCH NY*



Executive Creative Director
McCann Health, London
May 2017 - April 2019



Hired as ECD in London where I helped the agency win £12m of new business and over 30 international awards, gaining the network Cannes Lions Health Network of the Year. With my other hat as Global CD for GSK respiratory, I culturally united both the New York and London offices allowing for free flowing strategic and creative thinking between the US/UK camps, producing award-winning campaigns and toolkits that are now used globally.

“Matt is an inspiring creative leader who strives for excellence in any brief. He challenges mindset, inspires lateral thinking, builds great teams to bring the best out of the people around him.”

*Simon Theis Jensen,
CD, Bedre Nætter*



Creative Director
Breakthrough, London
Jan 2015 - Dec 2016



As a management team member, I built up a creative dept from 6 to 25 designers, developers, writers, art directors and UX designers that creatively shook up UK Government behavioural change communications. This led to US and Aus Government account wins and a Cannes Lion for Design in 2016.

“Matt showed great understanding and creative leadership as ECD, always striving to bring out the best in the team around him”

Andy McGuinness, CD, TBWA



Creative Director
Langland, London
Sept 2012 - October 2014



Joined Langland as a management team leader and game changed the agency’s digital reputation. Having repositioned the company with the line, ‘Ideas for a healthier world’, I went on to create the world’s most awarded healthcare campaign, giving Langland the Cannes Lions Health Agency of the Year crown in 2014.

“Matt is an inspiration to all and I will jump at the opportunity to work with him again”

*Laura Kate Glover,
Founder, TMCM*



“Matt is an exceptionally talented Creative Director with real passion for crafting beautiful creative, a great ability to sell in work and even a sense of humour to boot.”

Mark Evans, MD, Havas Lynx Faze



“Matt is truly a rare kind of creative - a very talented Art Director, but also probably one of the most strategic creatives I have ever worked with in my career.”

*Jackie Staub, VP,
L’Oreal Luxe Division*



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Creative Director
VML London
April 2010 – September 2011



As agency CD worked directly on Microsoft, BBC iPlayer and Colgate accounts. After launching Office 365 in London and NY, went on to win the Premier League and Gatorade digital accounts, whilst nurturing designers and creative teams to do digital the human way.

Creative Director
Grey London
May 2002 – November 2009



Hired at Grey as CD on all GSK accounts and was soon made EMEA CD for Visa, Nokia and Fairy. Pitch win success came with Utterly Butterly and Cathedral City and won first ever Cannes Lion for agency client, Visa International.

Education



Portsmouth University
Peter Symonds College
Henry Beaufort School

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Personal Honors & Awards



Graphite Pencil
Design, D&AD 2020
Bronze
Editing, Clio's 2018
Bronze
Cinematography, Clio's 2018
Silver
Film, Epica 2018
Gold, Silver, Bronze
Integrated, Print, PM Awards 2018
Winner x 5
The Creative Floor Awards 2018
The Annual
Creative Review 2017
Merit
Poster, Graphis 2017
Merit
Logo Design, Graphis 2017
Bronze Lion
Design, Cannes Lions 2016
Silver
Poster Design, Graphis 2016
Silver Lion
360, Cannes Lions Health 2014
Silver Lion
Film, Cannes Lions Health 2014

Bronze Lion
Web, Cannes Lions Health 2014
Best of Show
IPA Best of Health Awards 2014
Best Use of Art Direction
IPA Best of Health 2014
Gold
IPA Best of Health Awards 2014
Silver x 8
IPA Best of Health Awards 2014
Bronze x 6
IPA Best of Health Awards 2014
Honouree x 2
Webby Award 2014
Site of the Day
AWWWARDS 2014
Honourable Mention x 2
AWWWARDS 2014
Gold
Print, PM Society Awards 2014
Silver x 2
MM&M Awards 2014
Winner
Web, The Creative Floor 2014
Grand Prix
360 Campaign, NYF Global 2013

Gold
Web Design, NYF Global 2013
Gold
UX, NYF Global 2013
Gold
Cinematography, NYF Global 2013
Gold
Cinematography, NYF Global 2013
Gold
Direction, NYF Global 2013
Gold
Online Media, NYF Global 2013
Silver Clio
Integrated Campaign, Clio's 2013
Gold
Website, Rx 2013
Site of the Day
AWWWARDS 2013
Honourable mention
AWWWARDS 2013
Winner
Craft, PM Digital Awards 2013
Gold
Poster, Graphis 2008
Bronze Lion
OOH, Cannes Lions 2006