

## Bob Isherwood



Directors Hall of Fame in Australia.

Australian born Bob Isherwood's long standing career in the ad world most notably saw him spend 12 years at Saatchi & Saatchi as Worldwide Creative Director where he helped to reinvent the agency. It was under his leadership that the network won almost 8000 significant awards.

Bob's work has been documented in many books and endorsed by the industry's most prestigious national and international award shows. He won Australia's first Gold Lion for Film at the Cannes Lions International Festival of Creativity and is one of the few people to have ever won a British Design and Art Direction gold award for advertising. Bob has been elected to the Clio Hall of Fame in the US, and the Writers and Art

Bob has served as President of the Film and Press and Poster juries at the Cannes Lions International Festival of Creativity. In 2007 he received the Clio Lifetime Achievement Award "in recognition of outstanding and ongoing contribution by an individual who is leading the industry forward". In December 2007, Bob received the first ever Honorary Doctorate in Communications from RMIT at a ceremony at the Melbourne Telstra Dome. In 2008, he was invited to contribute to the "Australia 2020" initiative.

Alongside his agency career, he has established a fund for under privileged students called the Victor Greenhalgh Scholarship Program and has acted as Creative Chairman for the UN/IAA Climate Change Initiative.

Bob is co-author of the book World Changing Ideas and an adjunct Professor at Vanderbilt University in Nashville, Tennessee, where he lives.

Source: [CannesLions.com](http://CannesLions.com)