**Iain Tait**

**Global Interactive Executive Creative Director Wieden+Kennedy**

Iain joined W+K as Global Interactive Executive Creative Director in April 2010 and in December of 2011 was appointed as an agency partner.

His most recognized piece of work is the Old Spice ‘Responses’ campaign where ‘The Man Your Man Could Smell Like’ created real-time video responses to fans. The campaign has been recognized around the world not only for its innovation but also for its effectiveness.

His role at W+K is to oversee and guide the work coming out of all of the network’s offices, pushing to develop the work into ever more interactive and challenging areas.

He works across the spectrum of the agency’s clients including: Nike, Coca-Cola, Target, P&G, and many more. In recognition of his contribution to the agency he was made a partner at the end of 2011.

He was one of the Creative Directors and founders of Poke. A digital creative agency with offices in London and New York. He worked on advertising and interactive design projects for a range of clients like American Express, Orange, Yahoo! and Zopa. Prior to that he worked at Oven Digital and Syzygy.

He also has startup experience, helping entrepreneurs and VC’s to connect in his role as Director of Product Development at First Tuesday. He also ran Nodding Dog, a joint venture with a TV production company developing hybrid TV / Interactive formats for UK television.

His work has been awarded by lots of industry bodies like Cannes, OneShow, Clios, Art Directors Club, D&AD, Creative Circle and the Andys. And he's been lucky enough to judge many award shows including being Jury Chair for OneShow Interactive, D&AD and London International Advertising Awards. But nothing makes him happier than when ordinary real humans enjoy using and interacting with things that he’s made.

New Media Age magazine named him the most influential person in New Media in the UK in 2009. He's also included in the 2010 and 2011 Creativity 50, Ad Age's 25 Media Mavens and is one of Fortune Magazine's 2010 '40 Under 40. In 2011 AdWeek named him one of the 10 most creative minds in digital. And he was recently inducted into the AAF Hall of Achievement. He's also a member of the World Economic Forum Council on the Future of Entertainment.

He has a degree in Psychology from the University of Edinburgh and the topic that motivates him most has always been by the ever-evolving relationship between people and technology.

He lives in Portland with his wife and identical twin toddlers. Which makes him incredibly proud and terrified in equal measure.

**Source:** [**Cannes Lions**](http://www.canneslions.com/)