

## Jury President Biography

Jury type: Film, Print, Outdoor, Radio and Print Craft  
Name: Susan Credle

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### **Biography:**

Susan Credle, incoming Global CCO of FCB, believes that strategic thinking expressed through unforgettable creative with scale leads to brand success.

Credle spent 20 years at BBDO New York, where she rose from “bathroom-break girl” for agency receptionists to EVP, Executive Creative Director. With her partner Steve Rutter, she reinvented M&M’s iconic characters, turned Cingular Wireless into to a category leader, and created award-winning work for clients including Bank of America, FedEx, Gillette, Lowe’s, PepsiCo, Pizza Hut and Visa.

In 2009, Credle joined Leo Burnett USA as CCO and spearheaded a creative renaissance and created award-winning campaigns for Allstate, Esurance and Secret.

Credle is a member of the Ad Council’s Creative Review Board and serves on the boards of The University of North Carolina’s School of Journalism and Media, The 4As, The One Club, The VCU Brandcenter, The IAB, Chicago Ideas Week and more.

Her contributions to the industry have been recognized with multiple industry honors, jury presidencies at award shows like Cannes and on illustrious lists featuring the most creative women in advertising.