

Robert Mitchell – Managing Director Zed Communications

Education	<ul style="list-style-type: none">§ The Perse School Cambridge§ South London College§ Trained as professional photographer in NY, Paris, London	
Professional experience	<ul style="list-style-type: none">§ Managing Director Zed Communications Dubai since 2007§ Regional and Global Creative Director FCB 1999 – 2007§ Managing Director/Executive Creative Director Scholz & Friends 1995 – 1999§ Saatchi & Saatchi; Springer & Jacoby; JWT; Creative postings since 1984	
Selected project experience	<ul style="list-style-type: none">§ Multi-awarded international Creative Director on key projects in Europe, US and Asia§ Strong experience of international team leadership and process management across 65 markets§ Broad experience of brand strategy development and implementation§ Organised coaching and training programmes for creative leaders, like Rising Stars programme in Europe§ Clients included Procter & Gamble, Unilever, Samsung, Chrysler, BMW, LVMH, British Airways§ In ME region: Executive Affairs Authority Abu Dhabi, Al Gharbia/WRDC, Port of Sohar, Oman, Dubai Petroleum, DHA, DME, Consulting Office	