

GILES HEDGER

CHIEF STRATEGY OFFICER, WORLDWIDE

Giles graduated from Oxford twenty years ago and applied for a graduate traineeship at J. Walter Thompson, in Frank Sinatra's former home on Berkeley Square. He has enjoyed almost everything that has happened since.

Learning the business in one of the two agencies credited with the invention of Planning, Giles was quickly seduced by the dark arts and began life as a Planner in Short Trousers under the mentorship of some of London's finest practitioners.

The early years allowed Giles to learn his craft on some of the country's most popular brands, and on some of advertising's most awarded accounts - Kit Kat, Smirnoff, The Royal Air Force to name a few.

At the age of twenty eight Giles became the youngest planner ever to be appointed to JWT's London Board. The following year he was sponsored to study for an Executive MBA at INSEAD, Europe's leading business school.

On his return, as Deputy Head of Planning, Giles was the lead planner in WPP's pitch for the Global HSBC business – the largest integrated marketing services pitch that the world had hitherto seen. A year later, with the business win, Giles took up the role of Global Planning Director, HSBC.

After 9 years in the big agency world, Giles bought shares in and became Planning Partner at a small and perfectly formed London agency called Miles Calcraft Briginshaw Duffy, where he spent the best part of five years growing a business with some of the most gorgeous and talented people in advertising. During Giles' time at MCBBD, the agency tripled in size and twice achieved IPA Effectiveness Agency of the Year status.

In 2008 he joined Leo Burnett London as Group Chief Strategy Officer, a job he described at the time as 'plumbing and wiring'. Leading one of London's largest and most diverse planning departments taught Giles the importance of integrating the emerging modern diaspora of creative and planning skillsets, and it was partly with this ambition that he took on, in 2012, the additional role of Group Managing Director.



In Giles' 5 years at Leo Burnett London, the agency has increased total revenue by over 50%, quadrupled its overall profitability, and staged what Campaign described as a "new business renaissance". It has helped steer McDonald's UK through 30 consecutive quarters of sales growth, and in 2012 won two IPA Effectiveness Golds to become London's second most effective agency.

In 2014, Giles is moving to Chicago with his family to take up the newly created role of Chief Strategy Officer, Leo Burnett Worldwide. He joins the global Executive Leadership Team, and is tasked with thought leadership both inwardly and for Leo Burnett's key multinational clients.

Giles was a member of the inaugural Cannes Creative Effectiveness Jury in 2011. In 2012, Campaign voted him one of London's Top 5 Planners. He has served for 5 years on the Board of the Institute of Practitioners in Advertising. He has also been a visiting lecturer at the London School of Economics.

