

New chief exec for D&AD

D&AD has appointed Tim O'Kennedy, brand and communications consultant and former MD of Wieden + Kennedy Amsterdam, as its chief executive.



Anthony Simonds-Gooding, D&AD chairman said: O'Kennedy's career began at Saatchi & Saatchi London in the early 1980s, following which he was hired by Jay Chiat as one of the first account planners in the US advertising industry. Following two years at Wieden + Kennedy Portland steering the original "Just Do It" campaign, he became international marketing director at Nike. O'Kennedy returned to Europe with Nike in 1994 and later joined The Lowe Group Europe as COO. He was a founding partner of marketing agency Circus in 1998 and subsequently became MD at Wieden + Kennedy Amsterdam, where he remained until the end of 2007. O'Kennedy currently serves as a non-executive director of digital creative agency Perfect Fools in Stockholm, and of communications agency Indie in Amsterdam. He also serves as an advisor to Diesel Industries in Molvena.

[D&AD](#) is a British not-for-profit organisation that represents the international design, advertising and creative communities. Its inaugural awards ceremony was held in 1963. For more, go to <http://awards.dandad.org/2009>, read the [D&AD blog](#), join the [D&AD Facebook group](#), follow [@dandad](#) on Twitter, view [D&AD on YouTube](#) and [D&AD photos on Flickr](#).

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