

SAATCHI & SAATCHI



Tim Love
Vice Chairman International

Tim Love is Vice Chairman International of Saatchi & Saatchi and a member of the agency's Worldwide Executive Board. He also serves as Relationship Manager for Publicis Groupe's largest global client – Procter & Gamble (P&G). In this capacity, Tim oversees the integration of P&G business across the holding company's network of agencies, including Saatchi & Saatchi, Leo Burnett, Publicis Worldwide and Kaplan Thaler. He also leads Saatchi & Saatchi external affairs and advertising policy initiatives.

Prior to this role, Tim was a Managing Partner at Saatchi & Saatchi's New York office, where he directed the global P&G Old Spice and Sunny Delight accounts; the UBS PaineWebber account in North America; and the agency's public service work for the National Crime Prevention Council and the Martin Luther King Memorial Project for the Advertising Council.

Tim is a board member for the Heart of America Foundation in Washington DC. He is also a member of the American Association of Advertising Agencies (4A's) International Council and Government Relations Council; a member of the Board of Directors of the Advertising Council and the American Advertising Federation; a trustee of Pro-ADPAC; and a member of the Miami University Business Advisory Council. In addition, Tim was one of the founding members and the first Chairman of the 4A's Minority Advertising Internship Program.

Before joining Saatchi & Saatchi in 1999, Tim was Worldwide Account Director and a member of the Worldwide Board of Directors at D'Arcy Masius Benton & Bowles International (DMB&B). There, in addition to overseeing the global Pillsbury and P&G accounts and winning creative awards for Pampers and Kraft Food's Maxwell House Coffee, he was instrumental in helping P&G globally extend their spectrum of brands, including Pampers, Charmin, Crest, Always, Vick's and Swiffer.

Tim held several senior management positions in DMB&B's New York headquarters from 1989-92 before moving to Brussels, Belgium and assuming overall leadership for that agency's P&G business worldwide. During this time, he led important expansions into Central and Eastern Europe, Africa, the Middle East, Asia and Latin America.

Prior to joining DMB&B, Tim headed his own agency, aptly named Tim Love Advertising. The agency netted billings of \$8 million in its first year and created successful national advertising for Lenscrafters, British Knights, Zena Jeans and the National Committee for Adoption.

Tim began his advertising career at Dancer Fitzgerald Sample (which later became Saatchi & Saatchi) in 1972, where he held posts of Account Executive, Vice President Account Supervisor and Senior Vice President Management Supervisor. In 1985, he was promoted to Executive Vice President, Management Director and was appointed to the company's Board of Directors. During his tenure, Tim managed clients such as P&G, Shulton and Duracell in both the U.S. and Canada.



Saatchi & Saatchi's global marketing and creative communications network includes 138 offices in 82 countries and annual billings of more than \$7 billion. Its mission is to be revered as the hothouse for world-changing, creative ideas that transform its clients' businesses, brands and reputations. Among the agency's list of multinational clients are Dupont, Eastman Kodak, General Mills, Johnson & Johnson, Procter & Gamble, Toyota and Lexus.

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