



KEITH REINHARD

Chairman

DDB Worldwide Communications Group, Inc.

K eith Reinhard is Chairman of DDB Worldwide. DDB ranks among the largest global advertising agency networks in the world with 206 offices in 96 countries.

In 1986, Keith was one of the architects of the advertising industry's first and only three-way union, creating Omnicom, one of the world's largest advertising and marketing services holding companies. Concurrent with the creation of Omnicom, Keith accomplished the merger of Doyle Dane Bernbach and Needham Harper Worldwide, first known as DDB Needham Worldwide and now DDB Worldwide. Keith's vision as Chairman and CEO was to create a new DDB capable of bringing to life the insights of DDB founder Bill Bernbach and applying them broadly to the modern world.

Advertising Age has referred to Keith Reinhard as the advertising industry's "softspoken visionary" and in 1999 named him among the top 100 industry influentials in advertising history. *The Wall Street Journal* has included Keith in its well-known "Creative Leaders" campaign.

His blueprint for the "Agency of the Future" calls for a nimble organization capable of being big and small, local and global, bundled and unbundled, all at the same time, forming and re-forming itself in response to the changing needs of clients. Keith is a passionate believer in the transforming power of creative ideas and shares Bill Bernbach's belief that properly practiced creativity can make one ad do the work of ten. A well-known example is DDB's 1959 Volkswagen campaign, named the No. 1 campaign of the century by Advertising Age in 1999. As a working creative man, Keith was best known for work on McDonald's, including "You Deserve a Break Today," which in 1999 was voted the No. 1 jingle of all time in Advertising Age's The Century of Advertising.

Keith has contributed generously of his time and talents to the industry and the community. He serves on the Boards of Jazz at Lincoln Center and Sesame Workshop and is a member of the Board of Visitors of Johns Hopkins Medicine. He is a member of the steering committee for the Association for a Better New York (ABNY). In addition, Keith sits on the boards of the Mayor's Fund to Advance New York City, Episcopal Charities and NYC2012 (New York City's bid for the 2012 Olympic Games). He is a member of the advisory board for Union Theological Seminary in New York and has served as its Chairman. He is past Chairman of the American Association of Advertising Agencies and remains a member of its advisory council.