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## SUMMARY

Our industry is now driven by data, so only creatives that understand how to interpret data, and use it to create work, remain relevant. Which is why I completed a 2020 Certificate Program through MIT Sloan Business School (verification below).

For over 25 years I've been building, managing and guiding multi-cultural and mixed gender creative teams and departments in the UK and across Asia. The sheer breadth of my experience across product categories, and as owner of a successful company, is difficult to match.

## EXPERIENCE

April 2015 to Current:  
Regional ECD, GTB ASEAN, based in Bangkok, Thailand.

Only my fourth proper job! And what a job – handling the Ford Motor Company across ASEAN and APEM (Asia Pacific Emerging Markets).  
I love reinventing myself, and this job provided the perfect opportunity to create innovative digital and mobile-first advertising, as well as traditional brand work.

I've built another incredible and incredibly diverse team, and elevated Ford's advertising in the region to completely new heights.  
I'm always pushing the parameters of the media and love playing with the interfaces, resulting in some outstanding successes for Ford.

September 2011 to current:  
Owner of Red Pill, based in Bangkok Thailand.

Red Pill is my consultancy I set up with my partner to do work I like doing, with people I like working with.

January 2005 to September 2010:  
Regional and Global ECD, Lowe Worldwide, based in Bangkok Thailand.

Well I wanted a challenge!  
My first network company, a new continent, and the gargantuan Unilever business across all of Asia. Bringing my experience of building mixed gender, multi-cultural teams, we grew the Unilever business in the Bangkok hub by around 4,000% in the six years I was there.  
I successfully launched brands such as Rexona, Clear, Pepsodent and OMO in China, India, Japan and all across SE Asia, as well as some globally.

August 1989 to September 2004:

Founder partner of Duckworth Finn Grubb Waters, London UK.

We started DFGW with nothing. We became one of the most successful independent agencies of the 90s and early 00s, winning a raft of blue chip clients, including Pizza Hut; BBC; COI (UK Government); The Walt Disney Company; Toshiba, and famously, launching Daewoo Motors into the western world.

Even back then, whilst we became very financially successful, it was our mission to build an incredibly diverse, multi-cultural and mixed gender agency, and we were rewarded with ground-breaking work, often way ahead of its time, and numerous awards, including two D&AD Pencils. Our Daewoo work is documented in the IPA Effectiveness Awards as the most successful car marque launch EVER in the UK.

But for me personally, our crowning achievement – The IPA Effectiveness Grand Prix for our Anti-Drugs campaign, the first time a piece of Government business was honoured as such.

I'm enormously proud of the agency we created, and the successful careers it helped launch, but, nothing lasts forever (bet you're humming the song now) and, after 15 years, it was time to explore new horizons and challenges.

February 1981 to August 1989:

Copywriter at Gold Greenlees Trott, London UK

My first proper job, and what a place to start!

The legendary Dave Trott hired me as the very first creative at his new start up, which I'm immensely proud to have played a part in making "The Most Creative Agency In The World" according to AdAge in New York.

During my 8 years at GGT I worked across a broad range of huge clients, including Holsten Breweries; Mazda Cars; Toshiba; Nurofen; Cadbury's and the famous LWT campaign, winning numerous awards including two coveted D&AD Pencils.

I became London's youngest Creative Board member, and Shareholder, when GGT went public.

## EDUCATION

2020 MIT Sloan Business School Certificate of Digital Marketing Analytics – verification:

<https://mitsloan.credential.getsmarter.com/e68a5a4f-5571-4fd2-a135-3493f879c04d#gs.qb5b8e>

A-Level Graphic Design and Art, at Granville College of Art, Sheffield UK

I studied original typography, hot metal setting.

I studied photography with film, in SLR cameras, and darkroom printing. I studied screenprinting.

I studied graphic design and logo design.

So all the new digital versions are a wonderful evolution for me.

## INTERESTS

I'm innately curious, so I'm interested in most things, as any good creative person should be. In creative pursuits, I love pretty much everything – advertising of course; music (rock, classical, jazz, hip-hop); ballet; movies of all genres; books (my favourite authors are William Gibson and Carl Hiaasen); theatre (yes, including musicals – they can be amazingly innovative); all types of design from fashion to automotive to logos to product design to packaging. Creativity is all around us and we shouldn't take it for granted. In personal pursuits I'm a gym rat, and particularly love boxing (my sporting hero is Muhammad Ali) and motorsports. I gave up motorcycle racing only because I love life more!

## REFEREES

Dave Trott  
Advertising legend and author, my biggest mentor

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