



Rich Stoddart
Global CEO, Leo Burnett Worldwide

Rich Stoddart is a proven marketing leader who drives growth and innovation for one of the world's most effective and most awarded communication companies, Leo Burnett.

Under his leadership the last 11 years, Leo Burnett North America has experienced significant growth and the acquisition of new accounts and top talent, while delivering some of the most effective, integrated and talked-about campaigns for blue-chip clients, including Allstate, Esurance, General Motors, Kellogg's, McDonald's, Purina, Samsung and P&G, among others.

As CEO, Rich is recognized for his leadership in the development and the integration of shopper, digital, social and mobile capabilities that make these campaigns successful. Most notably, he has aligned Leo Burnett and sister shopper marketing services agency Arc, enabling the delivery of seamless, cross-platform ideas. Uniting the complementary strengths of Burnett and Arc together, as Leo Burnett himself said, "helps clients build a quality reputation for the long haul and generate sales for the immediate present." Rich has also helped engineer new business units within the Leo Burnett Group – from innovation arm Farmhouse to the agency's robust design offerings.

Chief among his personal success drivers is an unwavering focus on talent, which has helped the agency consistently win "Best Place to Work" accolades from The Chicago Tribune.

Rich began his career at Leo Burnett in 1985 working on the Hewlett-Packard account as a media buyer/planner. He then transitioned to account management, quickly rising through the ranks over the next 10 years to become account director.

He left Chicago in 1995 to join Fallon, a sister Publicis Groupe agency, as a member of its Minneapolis management team. During his time there, Fallon earned "Agency of the Year" honors from both Adweek and Advertising Age.

Six years later in 2001, Rich joined Ford Motor Co. as manager of marketing communications. He successfully led all of Ford's agency relationships, CRM, web efforts, multi-cultural efforts and stewarded an annual budget of over \$800 million. While at Ford, Rich was a recipient of the prestigious American Advertising Federation "Hall of Fame" Achievement Award, recognizing ad professionals under the age of 40 who have demonstrated outstanding career achievements.

Rich returned to Leo Burnett in 2005 as president of Leo Burnett Chicago and was named Leo Burnett Worldwide CEO in January 2016. He is also part of Publicis Communications's ComEx and has served on Leo Burnett's global leadership team for the past five years.

Outside the office, Rich lends his time and talents to the boards of The Off the Street Club, Carbon Media Group and Hasbro. In 2013, he was honored as the American Advertising Federation Multicultural Career Achiever Award recipient. He was chairman of the American Advertising Federation from 2013-2015.

Rich is a Dartmouth College graduate who, along with his wife and two daughters, is proud to call Chicago home.