



Prior to his role as Executive Creative Director of McCann Australia, John was a Partner of independent Australian advertising agency SMART. Working across local and global brands, including Adidas, ANZ Bank, Coca Cola, Levi's, Mambo, McDonald's and Unilever his agency was described by AdNews as "one of the best known independent advertising success stories in Australia".

Previously Regional Creative Director at J.Walter Thompson in Asia Pacific, London and Paris, John is perhaps most famous for writing the impossibly catchy lyrics to the world famous 'Dumb ways to Die' for Metro trains in Melbourne, which won an unprecedented 5 Grand Prix awards at the Cannes Lions festival.