

## Murray White

### EVP, Executive Creative Director

Previously CD International for Europe's largest independent agency group, S&J, Murray has also worked in Amsterdam, London, Hamburg and Melbourne.

He's developed big ideas with clear attention to detail on clients such as Mercedes-Benz, Volvo, Olympus, Siemens, Converse, Nintendo and Nestlé.

He believes conviction in your ideas is the most important quality a creative professional can possess—but could be swayed.

He lives at Doner, but often visits the house of his beautiful wife and two sons in Birmingham, Michigan.

"Good is the enemy of great."

