.Lisbon International Advertising Festival

www.lisbonadfestival.com

2016 _ Grand Jury TV

Todd Mackie
SVP ECD at BBDO Canada

BBDO

Todd joined BBDO after 10 years at DDB where he garnered 4 Strategy Agency of the Year titles and helped his teams win many creative effectiveness awards including Gold Cassies and CMA awards.

Todd believes strategic thinking, curiosity and passion can solve any business problem and has put that philosophy into practice on some of Canada's most loved brands.

Creatively he has won at every national and international award show, including the One Show, Communication Arts, D&AD, and several Cannes Lions.

In 2010, one of his proudest moments was winning a silver lion for an emotional short film he created for the Canadian Cancer Society.

In 2012 Todd was named one of the top ten CD's in Canada. He has also been a judge for the Bessies, Applied Arts, CMA's and the Marketing Awards.

Todd's love of fishing is second only to his love of problem solving. Sometimes he does both at the same time. Just ask him about the 7-pound smallmouth bass story.