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John Farrell is currently serving as a Non-Executive Director / Chairman for several advertising, media, marketing services and retail businesses, including: DWA, Cognifide, FEED, Been There Done That (BTDT), Oliver Agency, AML, 2Heads, Fold7 and Octopus Group.

John also provides consultancy services to The European Golf Tour, Leagas Delaney, The Business Model Company and an assortment of other companies.

John was most recently responsible for all of Publicis Groupe Worldwide Specialised Agencies and Marketing Services (SAMS) with effect from the beginning of 2003.

Previously, John has been President and CEO of D' Arcy Worldwide, one of the top ten global advertising and communication networks; President of the IMP (now 'Arc') European Network of Direct and Promotional Marketing Businesses; and he has some client-side experience with Atlas Copco, Butlins UK and LRC International.

John is a liveryman of the Worshipful Company of Marketors, an Honorary President of the Institute of Sales Promotion as well as a Founder Member of the Direct Marketing Association of Great Britain. He has a BA (Hons) in Business Studies from Nottingham Trent University, where he is now Visiting Professor of Marketing.