

# The One Club names FCB's Susan Credle chairwoman

Susan Credle, FCB's global CCO, has been named chairwoman of the board of directors for The One Club for Creativity, as voted by club members and the current board.

The One Club also announced 12 new appointees to its national and international boards, including representatives from four new countries: Philippines, Singapore, Spain and United Arab Emirates. The new group also now includes a dedicated board member for Australia, a role which was previously alternated each term with New Zealand.

## Natural selection

Credle, a current One Club board member, replaces José Molla, founder and CCO at The Community, Miami, whose term as chairman of the national board of directors has come to an end. He will officially hand over the reins of the organisation to Credle at The One Show on Friday evening, 11 May.

"For as long as Susan's been a board member, she has always been highly engaged with club programming, particularly our education, inclusion and diversity and gender equality efforts," said Kevin Swanepoel, CEO, The One Club for Creativity. "Her business and creative leadership made her a natural selection by the board."



Susan Credle, FCB's global CCO, is now chairwoman of the board of directors for The One Club.



### Susan Credle: "Process - not the death of creative brilliance"

Leigh Andrews 9 Oct 2017



"I joined the advertising industry before portfolio schools existed. The One Club became my university," said Credle.

*“From the beautiful coverage of the creative industry to the workshops, to The One ShowBook which many of us referred to as the 'Advertising bible', I learned to aim higher, to do better. Today, it's exciting to see The One Club continuing to evolve while holding true to the same goal. To inspire us all to be better. José has done a tremendous job leading The One Club through some big years of change. I look forward to working with Kevin and his team and the board, as we continue to uphold the legacy of The One Club.”*



### "Show up and stop bashing yourself!" Industry reflections with Susan Credle

Leigh Andrews 9 Jun 2017



## New members

Glenn Cole, founder and CCO, 72andSunny in Los Angeles has been re-elected to serve as vice chair of the board.

Three industry leaders have been added to The One Club national board of directors: Keith Cartwright, ECD, 72andSunny, Los Angeles; Chloe Gottlieb, EVP, CCO US, R/GA, New York, and Fernando Machado, global chief marketing officer,

Burger King, Miami.

New members of The One Club international board of directors are:

- Pat Baron, CCO, Australia and chairman, McCann APAC Creative Leadership Council, McCann Melbourne, Australia
- Eugene Cheong, CCO, Ogilvy & Mather Asia Pacific and Singapore, Singapore
- Sonal Dabral, group CCO, vice chairman, Ogilvy & Mather India, Mumbai (replacing Prasoon Joshi, executive chairman, CEO, McCann World Group India and president, South Asia, McCann Erickson Mumbai, India)
- Leong Wai Foong, chairman, CCO, BBDO Greater China, Shanghai, China (replacing Dean Sciole, director of marketing, Cadillac China, Shanghai)
- Mónica Moro, CCO, McCann Spain, Madrid, Spain
- Masako Okamura, ECD, ASPAC, Dentsu Aegis Network, Manila, Philippines
- Juliana Paracencio, regional CD, Memac Ogilvy & Mather, Dubai, UAE
- Luiz Sanches, CCO, AlmapBBDO, São Paulo, Brazil (replacing Nizan Guanaes, chairman, Grupo ABC, São Paulo)
- Yasuharu Sasaki, ECD, Dentsu Tokyo, Japan (replacing Naoki Ito, CEO, creative director and founder, Party, Tokyo)

## José Molla's contribution

"One reason The One Club is so prestigious is because of its exceptional board of directors, an impressive group of the most prominent professionals in our field," said Swanepoel.

*"This new group of renowned global creative leaders and the current board, led by Susan Credle, will play a key role in furthering our mission to support and celebrate the success of the global creative community, and solidifying the relevance of our mission in their regions and around the world."*

Swanepoel made special note of José Molla's term as board chairman, praising his strong dedication and strategic vision for successfully growing the club's initiatives, reputation and influence on a global level.

"José has been a terrific leader and partner and played a significant role in the club becoming the creative industry's global leader in education, professional development, inclusion and diversity and gender equality programming," he said. "We thank him for his many important contributions to making The One Club an organisation that nurtures a more vibrant and inspired global creative community."

## Criteria and responsibilities of board

Board members, who serve three-year terms, are selected based on three criteria: they must be prominent international creatives, be respected leaders in their given fields, and exert influence in their respective regions.

Responsibilities of board members include providing input and feedback on the club's two dozen annual education, professional development, inclusion and diversity and gender equality programs, elevating The One Show and ADC Annual Awards in rankings in their regions, connecting the club with advertising and design universities and schools, and recommending outstanding candidates for awards judges.

The new board members join a group of global creative leaders who serve as ambassadors for and advisors to the non-profit organisation. Click [here](#) for the complete list of current national board members; and [here](#) for the international board.

Past board members include industry legends such as Bob Barrie, Lee Clow, Lee Garfinkel, Jeff Goodby, Sir John Hegarty, Ed McCabe, Dan Wieden and others.

The announcement was made in lead up to The One Club's Creative Week, 7-11 May 2018 in New York. The preeminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week includes The One Show over two nights, ADC 97th Annual Awards, the dynamic Young Ones Education Festival, inspiring sessions with some of

the biggest names in the industry at the Creative Summit and the exclusive Executive Creative Summit, open to a limited number of top-level leaders (founders, CCOs and managing partners).

For more, visit: <https://www.bizcommunity.com>