

Greg Johnson, SVP, Executive Creative Director & Head of Digital
William Morris Agency

Greg Johnson brings over 20 years of innovation in cutting edge digital marketing strategy and execution to the **William Morris Agency**. As Executive Creative Director, Johnson spearheads “thinking digital” for brands, entertainment properties and across William Morris clients.

Known globally for his vision and leadership in the digital landscape, Johnson served as Global Director of Digital Innovation for **McCann Worldgroup**, the world’s largest ad agency network brand. He was also a member of the Board of Directors, ensuring that the agency was able to stay at the forefront of the digital media revolution.

Greg was the founder of the **Interpublic Emerging Media Lab**; a revolutionary future think tank, charged with exploring the changing relationship of consumers with media and entertainment and brands and marketers.

Johnson’s earlier career highlights include President of Agency Services, President of Europe, and Chief Creative Officer at **Digitas**; Managing Director Asia for **Poppe Tyson Interactive**; and Founder and Chief Creative Officer at **Magnet Interactive**, an early pioneer in interactive multimedia development.

A globally recognized creative force in the digital and multimedia space; Johnson is a multiple recipient of the Cannes Lion Award and has been recognized as a ‘Media Maven’ by *Advertising Age*.

He has worked with some of the world’s leading brands including Coca-Cola, Intel, L’Oreal, Unilever, Citibank, Dell, American Express, General Motors, Charles Schwab, Microsoft, 20th Century Fox, Sony and The Wall Street Journal.