

THE FUTURE OF ADVERTISING... IN ONE AFTERNOON SPEAKER BIOGRAPHIES



THE FUTURE OF ADVERTISING...IN ONE AFTERNOON (BAFTA, 8 May 2013)
brings you the best and newest thinking on how to engage with consumers in 2013.



DUAN EVANS

Executive Creative Director, AKQA

The future of advertising... is not advertising

Duan Evans is a leading industry creative talent with over sixteen years' experience. Since joining AKQA in 2000, he has worked across a diverse range of clients including Xbox, Nissan and Nike on projects that range from pure interface design (Xbox 360) to global brand activations (Nike 'The Chance') to local events powered through social media (Nissan LEAF 'Taxis'). In the process, he has won a multitude of international awards and helped build a passionate creative team that is focused on delivering world firsts through creativity and innovation.



BRUCE DAISLEY

UK Sales Director, Twitter

You've got 3 seconds - the implication of the mobile world

Bruce Daisley joined Twitter in 2012 as UK Director - he is responsible for generating advertising revenue for Twitter in the UK market. He previously ran Google's display business with responsibility for YouTube and the Google Display Network. He has also worked at Emap/Bauer and Capital Radio. In 2010 New Media Age recognised Bruce as having made the Greatest Individual Contribution to new media in the UK. Bruce divides his time between pop music and laughing. He writes about things for the Huffington Post and tweets about them as **@brucedaisley**.



CHRIS O'REILLY

Executive Creative Director, Nexus

Technologist vs Filmmaker: creativity across platforms

Christopher O'Reilly is the co-founder and ECD of Nexus, one of the world's leading independent animation and liveaction/VFX studios. Its extensive output in film, TV and commercials includes the Oscar nominated short THIS WAY UP and Cannes Grand Prix award winning commercials for Honda (2005) and Chipotle (2012). He also co-founded Nexus Interactive Arts which works in the innovative space where filmmaker and programmers collaborate to create installations, web and app based projects and more broadly explore interactive filmmaking. The studio is currently developing animated features and developing a comedy TV series for Disney.



NEIL RILEY

VFX Supervisor, Passion Pictures

Real time puppeteering - bringing your brand to life

Neil Riley has been involved with the animation and post production industry for over 15 years and has been the VFX Supervisor at Passion Pictures for the last eight years. Neil has been involved with many award winning projects across a wide range of animation techniques while at Passion Pictures, including: both 2D & 3D Gorillaz music videos and live awards performances with Madonna; stopframe animation in Sony Bravia; CG animation in the Vodafone campaign and the BBC Olympics 'Stadium UK'; holographic live fashion shows for Burberry; and the CG animation and real-time rendering components of the Compare the Market campaign. He has a degree in Applied Physics from Durham University.



SIMON GOSLING

Executive Producer, Framestore

Was Max Headroom a prophet for the digital age?

Simon Gosling is an Executive Producer with Oscar winning visual effects and animation studio, Framestore. With over 20 years VFX and animation experience, he has post-produced films for the World's leading brands including Nike, BMW, P&G, Unilever, HSBC, Levis and Guinness. Nowadays, Simon presents Framestore's latest work and innovations to brands and agencies across the globe. He has given workshops and sat on panel discussions at international advertising festivals, discussing the effects of technology and innovation on advertising and consumerism. In October 2010, Simon delivered a TED talk entitled, 'Oscar winning effects for everyone'.



SURANGA CHANDRATILLAKE

Founder and Chief Strategy Officer, Blinkx

Changing media: How the internet is changing the way we watch TV

Suranga Chandratillake is a technology entrepreneur who founded the video search engine blinkx in 2004 and launched it in 2005. Suranga took the company public on the London Stock Exchange in 2007 and led it as CEO until 2012. Suranga has been named one of 25 Executives to Watch in Digital Entertainment by Digital Watch; a Top 10 Leader in Science and Innovation by The Observer's Future 500 list; and is one of the World Economic Forum's Young Global Leaders. Suranga is a Fellow of the Royal Academy of Engineering and has an MA in Computer Science from Cambridge University.



TOM MCDONNELL

Commercial Director, Monterosa

Secrets of second screen success

Tom founded Monterosa with Simon Brickle in 2003. Originally a coder with a passion for TV, games and film, he's driven by ambition to create big, relevant events that bring people together around shared interests. Tom oversees product, creative and commercial teams at Monterosa. He guides development of cutting edge products such as LViS Studio, Monterosa's second screen platform, while looking after partnerships with broadcasters and agencies.



JIDE SOBO

Head of Mobile, MEC Global

The only way to be creative is to be mobile

In his role as Head of Mobile at MEC, Jide is responsible for increasing spend in mobile media, as well as integrating mobile into the wider communications activity that the agency plans. Jide started working for mobile operators in 1999 and developed the mobile advertising proposition for 3 UK in 2005. Since that time, he has worked for mobile ad network AdMob and IPG's full service mobile agency Ansible, working with clients such as GSK, Microsoft, Burberry, Tiffany and MasterCard. Since joining MEC in 2012, Jide has helped to more than double MEC's mobile media spend.



CHRIS GOLDSON

Creative Sales Director, ITV

ITV: A 2013 success story

Chris has worked in media for over 20 years, for brands including Media Week, Financial Times, the BBC, Virgin Radio and Absolute Radio where he was Commercial Director. He joined ITV in 2011, and leads its innovation team 'Creative Works'.



STEVE DAVIES

Chief Executive, APA

Steve chairs the Future of Advertising and the panel that reflects on the APA's event in Silicon Valley.

The Future of Advertising is part of the APA's efforts to ensure its members are at the forefront of new means of communicating with consumers, to the benefit of the agencies and clients they work for and their own businesses.

The potential of new technology is part of that along with new markets at home and overseas, which the APA helps its members to access through its research and events.

The APA delegates got a wonderful welcome from Silicon Valley's top companies and this panel session is an opportunity for our audience at BAFTA to tap into that learning.



TIM DAUKES

Producer, HLA

Tim is a full time Producer at HLA. He enjoys the hunt for new talent, new business opportunities, and being part of the HLA team continuing its 25 year tradition of film-making excellence across all platforms. Tim left Chelsea Art college in 2004 to start his career in film as a runner and assistant director on features, then moved into commercials to work at production companies including Academy and Gerard De Thame Films. In 2009 Tim co-founded a feature film digital distribution company and has executed numerous deals with iTunes, YouTube, Lovefilm and Blinkbox. Tim also sits on the Electric membership committee for the Soho House group.



KATIE KEITH

First Lady, Rattling Stick

Katie Keith joined Rattling Stick in 2010 from JWT where she had been for 10 years. Having began her career in Account Management, Katie worked her way up to an Account Director, working on some of the agency's largest accounts, before moving into the TV Production Department where she produced jobs for Smirnoff, Nestle, MTV, Vodafone, Unilever and Kellogg's.



JAMES CUNNINGHAM

Head of Content, Academy+

James Cunningham heads up A+, the multi-disciplinary content division of Academy Films, one of the most awarded commercials production companies in the world today. Since its inception, A+ has amassed a plethora of its own awards, including two Cannes Cyber Lions, several D&AD Pencils, two One Show Pencils, two Creative Circle Golds, British Arrows Craft awards and numerous MVAs, with the much vaunted Skittles UK Social Media campaign voted TBWA Global Network Campaign of the year in 2011. A+ has worked on non-traditional transmedia projects for global clients including Arte, Nike, O2, the BBC, Wrigleys and Visa.



LEE KEMP

Vermillion Films

Lee Kemp is the Managing Director of, and a director for Vermillion Films. His work in the past 12 months includes promos for a global sports brand shot in Oregon and South Africa and a viral for a tractor manufacturer that became the #1 automotive video on YouTube. Lee's eye for detail, performance and style complements a work ethic and leadership style learned in the army in Bosnia, Kosovo and Afghanistan. He's also a snowboarder and runner, he's qualified to scuba dive, drive powerboats and is currently training for the 2014 Marathon Des Sables, 156 miles of Sahara Desert running.



CHRIS PAGE

Jelly

Chris was one of the founding directors at Realtime Studios, helping to quadruple its size before leaving to set up Three Blind Mice in 1994. TBM is now one of Europe's leading pre-viz and creative services businesses with capabilities in everything from visualising through 3D work to Animatics. In 2006 he set up Jelly, one of London's first truly integrated motion and illustrated content businesses, which has since grown to provide the world's leading businesses with content across all platforms.