

Bill Griffin

Profile

Award-winning leader with over 20 years experience in the media industry. Extensive background in television, advertising, digital, radio and not for profit sectors. Successfully occupied client side and agency roles utilising strong creative and strategy skills to reposition and turnaround multiple brands. Proven track record in innovation and creative rejuvenation. Published author in multiple territories.

Award Juries

Edinburgh Television Festival Committee Member. BAFTA Voting Member. APG Planning Awards. Broadcast Digital Awards.

Professional Experience

Executive Creative Director, Comic Relief. 2017 - 2019.

Responsible for the brand development of Comic Relief, Red Nose Day and Sport Relief. Led a team of 40 delivering advertising, branding, content, digital, social, audience insight and corporate development. In a challenging economic context, the organisation has raised in excess of £100m during my time there and multiple new income streams have been introduced.

Founder and Creative Director, Crowdfish. 2013 - 2017.

Incubated by Karmarama/Accenture Interactive, Crowdfish was a project for social good which helped members of the public get closer to their most cherished hope, ambition or desire. Little Brown UK and multiple countries around the world have published a book about Crowdfish, which is currently in development as a TV format in Los Angeles.

Marketing Director, Viacom Inc. 2010 - 2012.

Developed the communications strategy, marketing activity, press and publicity, affiliate relationships with Sky and Virgin Media, and the on air identity of Comedy Central. During this period at the channel's 16-34 ratings increased by 35%.

Strategy Partner, Rapier. 2007 - 2010.

Re-articulated the agency's positioning, leading pitches that created over £100m in incremental billings over a two year period. In 2009, Rapier was awarded direct Agency of the Decade by Campaign magazine.

Managing Director, Kiss FM. 2005 - 2007.

With the team, engineered a comprehensive overhaul of the station, including DJ changes to every time-slot, a relaunch of its digital offering, the launch of two new regional Kiss stations and a fresh visual identity. In terms of listening figures, this activity took the station closer to its nearest rival - Capital FM - than at any other time in its history and the rebrand work was awarded a D&AD Pencil.

Head of Marketing, Channel 4. 1999 - 2005.

Led the team and managed £18m marketing budget to launch numerous integrated campaigns including 'Big Brother', 'Test Match Cricket', 'Sex and the City', 'Da Ali G Show' and 'Lost'. Introduced award-winning new on and off air channel identity. In 2005 Channel 4 was named both advertiser of the year and medium of the year by Campaign Magazine. In total the team won eleven D&AD Pencils during my time there, including two golds.

Account Director, St Luke's Advertising. 1997 - 1999.

Diageo and Eurostar accounts.

Account Manager, Ogilvy & Mather Advertising. 1995 - 1997.

Ford and PepsiCo accounts.

Education

Durham University, BA Hons English Language and Linguistics.

References

David Abraham, Former CEO, Channel 4. Founder Wonderhood Studios
Ben Bilboul, CEO, Karmarama/Accenture Interactive
Polly Cochrane, Executive vice-president and Group Marketing Director, Warner Bros
Richard Curtis, Screen writer and producer
Bruce Daisley, EMEA Vice-President, Twitter
Peter Davey, BBC Showrunner and executive producer, Comic Relief/Children In Need,
Al Edgington, Executive Vice President, Conde Nast
David Magliano. Chief Strategy and Commercial Officer, Informa Tech
David Pemsel, Former CEO, Guardian Media Group
Janet Scardino, Chief Revenue Officer, 19 Entertainment
Kate Stanners, Global Chief Creative officer, Saatchi and Saatchi
Danny Sriskandarajah, CEO, Oxfam