

Russel Howcroft

PwC Chief Creative Officer, media commentator and advertising guru

In 2017 former adman Russel Howcroft joins PwC in the newly-created role of Chief Creative Officer, and also as a leader in the firm's new CMO Advisory practice to provide clients with independent, transparent and expert advice in all areas of marketing and brand strategy effectiveness.

Russel joined Network Ten as Executive General Manager in 2013. As one of its most senior television executives, he had responsibility for Ten's operations in Melbourne, Brisbane, Adelaide and Perth.

Prior to his appointment with Network Ten, Russel was Chairman and Chief Executive of Young & Rubicam Brands Australia and New Zealand, and also a member of the company's Global Executive Committee.

Through his appearances on ABC1's hugely successful show Gruen and Network Ten's Recipe To Riches, Russel has become the very public face of brand marketing and advertising in Australia. Media Mogul Harold Mitchell even presented him with a much-coveted Charlie Award on the basis of personal brand creation.

Russel speaks on a broad range of topics including the importance of ideas, how to buy them, and why return on creativity is a vital indicator in a thriving economy.

More about Russel Howcroft:

Russel Howcroft fell in love with the advertising industry after doing a week's work experience at advertising agency McCann Erickson while part way through a marketing degree at Chisholm Institute (now part of Monash University). He soon discovered that advertising provided an outlet for his passion for new ideas. 'Advertising is all about what constitutes a good idea,' says Russel.

In his early 20s, Russel headed to London and spent five years working at Lowe Howard-Spink, one of Britain's top creative agencies. His major account was Heineken beer, considered one of Britain's best ad campaigns.



Russel returned to Melbourne in 1995 and co-founded Leonardi Brandhouse. He spent the next 11 years running his own agencies with various partners, before joining George Patterson Y&R, Australia's oldest agency brand, in 2006. The group included The Campaign Palace, VML, Ideaworks and Brand Asset consulting.

Russel is the former Chairman of the Advertising Federation of Australia. He's a current board member of Freeview and The Australian Film Institute / The Australian Academy of Cinema and Television Arts Awards. He is a regular contributor on Melbourne radio and a prolific social media commentator on Twitter & Instagram at @howcroft.

Client Testimonials



Russel was brilliant! He engaged really well with the audience and happily chatted with people after his presentation. He is an expert in his field and a genuinely lovely person. We received very positive feedback from our members about Russel and are very pleased with the event.

Murray Business Network



Russell is an absolute delight. He arrived early and mingled comfortably with the crowd both before and after his presentation. His presentation was first class and captivated his audience with stories from all aspects of his professional life. I very highly recommend Russell to any audience of any profession since he adds value to any event

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