

FCB

FOOTE, CONE & BELDING

**CARTER
MURRAY**

WORLDWIDE CEO

BIOGRAPHY

A passionate champion of great creative and a consummate brand steward, Worldwide CEO Carter Murray took the helm of FCB in September 2013. Based in New York, he oversees 151 offices in 90 countries globally.

The former president and chief executive officer of Y&R Advertising North America has spent much of his career helping clients develop and manage brands across marketing disciplines and regions. Murray rose to chief marketing officer at Publicis Worldwide due in part to his success as worldwide account director on Nestlé. He drove double-digit growth for the agency's global account across 80 markets.

Murray began his advertising career at Leo Burnett in Chicago as a Philip Morris account executive. During his tenure he has partnered with Nestlé, Kraft, P&G, Hilton, Land Rover, Barclays, Marlboro, Del Monte and Coke (among others) in markets including the U.S., U.K., Russia, Sweden, China, France, Germany, Italy, Spain, Poland, Korea, Singapore, Indonesia, Canada, Australia, Switzerland, Ghana, South Africa, Kenya and Ukraine – to name a few.

Murray, a Duke University graduate who lives in Manhattan with his wife and twin sons, is an unashamed multitasker. Charged with setting FCB's strategic direction, operational excellence and growth, Murray is committed to creating a cohesive culture that overdelivers and outperforms for brands in the FCB portfolio. His enthusiasm for everyone at the agency is captured on his daily Instagram feed at [cartermurray7](#)