

FCB

FOOTE, CONE & BELDING

**TYLER
TURNBULL**

FCB North America CEO

BIOGRAPHY

An accomplished agency leader with global experience, Tyler Turnbull champions complete transparency as chief executive officer of FCB's North American offices. He brings a clear vision and a culture of inclusion to the network's offices across Canada, New York, Chicago and San Francisco.

Before taking on his current role, Turnbull served as Group CEO for Canada and New York. In that capacity, he helped the agency win the Titanium Grand Prix for Burger King's Whopper Detour and garnered new business wins, including GSK, Canon and global online gaming leader Unibet. He also revolutionized FCB's presence in Canada, taking a company that had lost 60 percent of its revenue and slipped to the 32nd-ranked creative agency in the country, and making it, just five years later, the most-awarded Canadian agency at Cannes for three years running. In addition, he brought two agencies to the Ad Age A-List and led another to be chosen Data and Analytics Agency of the year. He, in turn, landed a coveted spot in Adweek's Brand Stars.

Prior to joining FCB, Turnbull grew Publicis Canada's digital presence from five people to more than 100, co-founded TEDx Toronto and made an appearance in Marketing Magazine's Top 30 Under 30.