



FOOTE, CONE & BELDING

A close-up portrait of Nigel Jones, a middle-aged man with short, light brown hair and a light beard. He is wearing a light blue button-down shirt under a dark grey sweater. He is looking directly at the camera with a slight smile. The background is a dark, solid color.

NIGEL JONES

**GLOBAL CHIEF STRATEGY
OFFICER**

BIOGRAPHY

Nigel Jones, FCB's global chief strategy officer, is a pioneer in the modern art of communications planning. His 30-year career has been punctuated with awards for creativity and efficacy for the brands he has worked on, as well as growth and renewed direction for the clients and agencies he has helped steward.

Before joining the FCB network in February 2014, Jones served as chairman and chief executive officer at Publicis Group UK. During his five years at the helm, Jones reorganized the group through a series of mergers and acquisitions to create strong entities – Publicis London (a brand-centric communications agency) and Publicis Chemistry (a CRM-and direct-focused communications agency) – and grow revenue through a succession of new business wins including Nescafé, Renault, Royal Mail, Tourism Ireland and Everything Everywhere (the U.K.'s largest digital communications company). Jones also served as a member of Publicis' six-person Worldwide Executive Committee.

Jones kicked off his career in 1984 as an account planner at BMP DDB, where almost every campaign he touched (including the likes of Foster's Lager, Miller Light and ICI/Dulux Paints) won an award for creativity and efficacy. In less than 10 years, he rose to head of account planning, bringing clients such as Sony Europe, IBM Europe and the UK Government's HIV/AIDS campaign onto the agency's roster and creating the first econometrics function within a London agency.

Hungry to explore the nexus where brand planning and creativity marry with direct data, targeting and measurement, Jones joined the ranks of start-up entrepreneurs and became a founder and managing partner of

BIOGRAPHY

Jones Mason Barton Antenen in 1999. After a series of acquisitions and a merger with Claydon Heeley, the agency (where he served as group chief executive) became CHJM and won Campaign Magazine's Direct Agency of the Year in 2004 for its service to clients such as One2One/T-Mobile, Goodyear Europe, The Guardian and Observer newspapers, Callaway Golf, Mercedes, Philips Europe and ING Direct Financial Services.

Outside of the office, Jones is the proud father of three and counts among his passions "music, literature, music, art, music, history and music."