



Michael Bungey

Over 40 Years in the advertising and media industry, senior management in Saatchi and Saatchi, Bates Dorland and Cordiant. Europe/North America Strategy, New Business and Market Development

Michael is one of the more well known names in British advertising spanning over 40 years in the industry, during which time he has been the CEO and Chairman of some of the major leading agencies in the industry including early on launching his own agency which was later sold to Saatchi and Saatchi.

Starting his career in Brand Management with Nestle in the sixties, he then went on to work with 2 of the UK's major "Ad" agencies of the time - Crawford's and Benson's. From 1971-1984 he was the Founder, Chairman and CEO of Michael Bungey DFS ad agency, which was eventually sold to Dorland Advertising, part of the Saatchi and Saatchi. From 1984-1986; Deputy Chairman Dorland; 1986-1988 CEO Dorland; 1988-1993 Chairman Bates Dorland, Chairman Bates Europe; 1993- 1997 CEO Bates Worldwide in NY; 1997-2003 CEO Cordiant Plc/, Chairman/CEO Bates Worldwide, in NY and London. Cordiant was split from the S&S Group in 1997, when Cordiant was launched on the London and NY exchanges. It became the 8th largest Global Ad. Agency, capitalised at \$ 2 Billion. From 2003 until present Michael has been the Director of the technology company Adstream and Non Exec Chairman of KMG.

Michael graduated from the London School of Economics.