

O&M appoints global executive creative director for Unilever

[Ogilvy & Mather](#) has appointed André Laurentino as global executive creative director for Unilever. He will join Ogilvy in February 2014 and report to worldwide CCO, Tham Khai Meng.

Laurentino will be responsible for driving the creative vision and delivery across all of O&M's Unilever brands. He will be based in London, which is the global hub for Unilever brands including Dove, Comfort and Hellmann's. This role was previously held by Gerry Human, now CCO, Ogilvy & Mather London.

Laurentino is currently executive creative director at TBWA/London and global creative director for McDonald's. He began his career as an art director in Brazil, and during a 10-year period worked for agencies including DPZ and AlmapBBDO. In 2003, he decided to pursue a career as a copywriter at LewLara\TBWA, where he went on to become ECD. In 2011 he moved to TBWA\London where he won global business such as Datsun, Aquafresh and the Adidas 2014 World Cup project.

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