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## **Luissandro Del Gobbo** **Chief Creative Officer, Havas Milan**

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During his 20 year career, Luissandro Del Gobbo has worked in 4 countries in Europe and America for some of the most renowned and iconic global brands.

After working in JWT and BBDO Milano he moved to France in early 2005. There he worked at JWT Paris as senior copywriter creating campaigns for brands in the Unilever, Pfizer and Reckitt Benckiser portfolios. He then moved to Grey Paris where he worked on brands in the Procter & Gamble portfolio, from Pringles crisps to exclusive perfumes. Here he won his first Golden Lion in Cannes. In 2012 he crossed the Atlantic to move to Chicago.

He first worked at Energy BBDO as Vice President Creative Director for several brands in Wrigley's portfolio. Then, after a brief experience as a freelancer for Barton F Graf, he moved to Ogilvy Chicago where he worked for 6 years as Partner Group Creative Director. In Ogilvy he focused on Unilever and SC Johnson brands, signing among others the most successful campaign ever for the Dove brand and winning a Grand Prix and several other lions in Cannes for the shoe care brand KIWI. In 2019 he returned to Europe to Publicis as Global Executive Director on Heineken International. He then moved to Havas as Chief Creative Officer of Havas Milan.

Luissandro Del Gobbo has won more than 100 awards at the world's major advertising festivals, picking up 24 Cannes Lions (including a Grand Prix for Copywriting), a Grand Clio, a Yellow Pencil at the D&AD and 5 golds at the One Show. He was ranked 9th globally in The Drum's Big Won Ranking 2017 and 5th among the world's top creative directors in the Top Ranking People of Cannes 2018.

