



Tham Khai Meng

WW Creative Director and
Chairman of WW Creative Council

Ogilvy & Mather Worldwide

Tham Khai Meng is widely recognized as one of the world's most awarded creative directors. He was educated at the Anglo-Chinese School, Singapore, Central St Martin's and Royal College of Art, London.

Khai's career includes stints in London, Chicago and across Asia. He joined Ogilvy & Mather Asia Pacific in 1999. In 2005, he was elected to the Ogilvy & Mather Worldwide Board.

Under Khai's leadership, the Ogilvy & Mather Asia Pacific network has risen through the regional and global creative rankings to be crowned "*Creative Network of the Year*" by Campaign Brief Asia for seven consecutive years (2001 – 2008). In each of those seven years, Khai was named "*Creative Director of the Year*."

The network's success has not escaped the attention of The Gunn Report, which acknowledges that it has contributed to more than 47 per cent of Ogilvy & Mather Worldwide's advertising award tally. The Asian network has also proven its creative depth by having seven offices featured in the Report's "*Most Awarded Agencies in the World*" line-up.

For the past five years, it has been Asia's most awarded agency network at the following advertising festivals: Adfest, SPIKES, London International Advertising, New York Clio, One Show, British D&AD and Cannes Lions.

According to New York publication, Advertising Age, Khai is "*One of the world's most influential people in the communications business*." In 2005, Hong Kong-based Media magazine named Khai "*Regional Head of the Year*."

In that same year, New York Clio elected Khai to be the first Asian to Chair their executive jury board. He has also served on the jury panels of the world's most prestigious awards festivals, including Cannes, D&AD, One Show, World Press Awards and Media SPIKES.

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In 2002, Khai served on Singapore Prime Minister Lee Hsien Loong's Economic Review Committee, a think tank of business, academia and government leaders that was tasked with finding a strategic direction for the country that was migrating from a manufacturing to a knowledge-based economy.

Khai served on the Board of three Temasek Group Companies between 2003 and 2005. These included Singapore Cruise Centre, Singex Ventures and Singex. He was Deputy Chairman of Design Council between 2003 and 2006 and served on the National Arts Council Board, Ministry of Communications and Arts, between 2002 and 2004.

Khai now serves on the advisory panel for Montreal-based International Council of Societies of Industrial Design. He also continues to serve on the Singapore Urban Redevelopment Authority Board, the Singapore Ministry of National Development, 2006 – Present, and Singapore Land Authority Board, Ministry for Law, 2008 – Present.

He is the author of "The Ugly Duckling – a cautionary tale of creativity", now translated into Korean, Japanese and Mandarin. In 2006, Michael Conrad's Berlin School of Creative Leadership elected Khai to be a member of the teaching faculty of their Executive MBA program at Steinbeis University, Berlin.

Way back in 1989 when being "green" meant militant activism, he co-founded Asian Pals of the Planet, a group dedicated to creating a sustainable future. Khai donates whatever spare time he has to the Singapore Hospice Council, a foundation devoted to making palliative care the norm for the terminally ill.

He is married to Bea and has two sons. Tristan is studying medicine at the Royal College of Surgeons, Dublin, while Tyron is serving his National Service in Military Intelligence. They are adamant not to pursue the life of an adman.

Khai has some acquaintance with Mandarin, Cantonese, Fukien, Malay and Bahasa Indonesia.