



Frank Reitgassl
Head of Account Planning
BBH Asia Pacific

Frank graduated in 2000 from the University of Pforzheim, Germany, where he studied Economics, Marketing and Advertising. During University he worked for Springer & Jacoby Media (creative and media agency) and Lehr & Brose (DM agency).

He joined BBH London in September 2000 as a Graduate Trainee where he worked on clients such as T-Motion (T-mobile), bmi (UK airline), Barclays bank, GlaxoSmithKline's Nicotine Replacement Therapies, Cancer Research UK (anti-smoking), Ginsters (English snack food brand known for their Cornish Pasties), Tanqueray Gin, Unilever Oral Care Europe (Mentadent, Signal, Pepsodent etc.) and the Global Unilever Omo account.

In December 2006, he moved to BBH Asia Pacific where he has been looking after regional clients including Axe, Surf, Coca Cola as well as heading up the planning department.

He has won several Planning and Effectiveness awards - a Gold at the IPA UK, Silver at the APG Planning Awards and several Golds, Silvers and Bronzes at the Asian Marketing Effectiveness (AME) Awards, Regional Asiapac Effies and the local Effies in India.

If his weekends are not filled with writing award papers, Frank enjoys football, golf, beer and travelling.