



Luke Atkinson
Deputy Head of Planning
Leo Burnett Sydney

In his role at Leo Burnett Sydney, Luke leads one of Australia's largest and most diverse Planning departments, and is one of Australia's most awarded 'Effectiveness' Planners.

Before joining Leo Burnett, Luke won numerous Effectiveness, Creative and Digital awards on Nestlé and Johnson & Johnson, in particular the Grand Effie for Nestlé Allen's. Luke joined Leo Burnett Sydney as a Senior Planner before being promoted to Deputy Head. Playing a key role in his career progression has been his stellar, Effectiveness Award-winning work on Diageo and Canon locally and internationally, winning at the Australian Effies, the AMEs and leading the team that brought home Australia's first Cannes Effectiveness Lion.

Luke remains passionate about effectiveness and how to achieve it, from planning great creative solutions to speaking engagements to developing new innovative approaches for effective Strategic Planning.