



**Patrick Low**  
Founder / Creative Partner  
Goodfellas, Singapore

Patrick's career began in 1978 at Fortune Advertising, then Singapore's largest local ad agency. In 1981, he joined Ogilvy and Mather where he won his first major international award. 1987 saw him move to Y&R where he became its longest serving Executive Creative Director.

In 1995, Pat became the first Singaporean to chair the local Creative Circle Awards, setting the stage for many other Singaporeans to follow.

In 1998, he co-wrote the short film 'OOPS', which featured in the Sundance Film Festival.

In 2005 he was one of 4 advertising veterans awarded Champion of the Creative Circle for his contribution to the industry. In the same year, he was also featured in IDEAS, a book on Singapore's hottest creative directors.

To date, his work has won awards in every major international competition, notably the One Show, D&AD, Clio, New York Festival, London International, Communication Arts and Cannes. Besides winning awards, he has also judged many including the Cannes Advertising Festival.

Also in 2007, Pat was voted Singapore's Creative Director of the Year at the Advertising Hall of Fame Awards.

Patrick is also an Advisory Council member of the Temasek Polytechnic School of Design since 1999.

In 2009, he left Y&R after 22 years and founded Goodfellas.