



**Ted Lim**  
Regional Chief Creative Officer  
Dentsu Network/Asia

Ted looks more like an accountant than a creative director. This may have something to do with the way he works – with a head for business and a heart for creativity.

An English Literature graduate, Ted spent two decades at Naga DDB where he helped win and grow over 50 accounts including DiGi, Perodua, Panasonic, Astro, Nippon Paint, Tourism Malaysia, Nikon, Carlsberg, Mamee, BMW, Malaysia Airlines, Hong Leong Bank and Prudential Assurance.

The agency was Malaysia's most consistently awarded, winning 3 Agency of the Year titles, Malaysia's first D&AD Yellow Pencil, numerous Cannes Lions, Clio Awards, One Show Pencils, AWARD Awards, AdFest Lotus, Spikes and the country's only Asia-Pacific Effie during Ted's watch.

Bob Scarpelli, Chairman and Chief Creative Officer of DDB Worldwide said, "The work Ted has done and inspired was always among the best in the Asia-Pacific and in our network. The people who have worked with him have learned, grown and soared under his nurturing style of leadership." For his troubles, the bread-and-award winner was entrusted with raising the bar for DDB Asia-Pacific.

Ranked Asia's 4th most awarded copywriter by Campaign Asia and the 8th most consistently awarded creative in Asia-Pacific over a decade (The Work 2002-2011), Ted was inducted into the Malaysian MC2 Advertising Hall of Fame and named the country's top ECD by Campaign Brief Asia and AdoiMagazine.

Ted took on the job of Chief Creative Officer at Leo Burnett Singapore in 2012 where he helped the agency win the regional IKEA business and worked on UOB, Great Eastern Life and Earth Hour. Mark Tutssel, Chief Creative Officer of Leo Burnett Worldwide said, "Ted is one of the most respected creative leaders in the Asia-Pacific region. He is an outstanding talent, with real business acumen."

Ted chaired AdFest, judged D&AD, Clio, AWARD Awards, New York Festivals and the InterContinental Cup among others. He sat with the DDB Worldwide Creative Leadership Council, headed AWARD School, lectured at DDB University and is ambassador for The One Show, council member of the AdFest Collective and creative advisor to IACT.

He credits Shakespeare for teaching him why people do the things they do, Bernbach for showing him how to persuade people to do the things he would like them to and Steve Jobs for reminding him to stay hungry, stay foolish.

As regional Chief Creative Officer at Dentsu Network/Asia, Ted now works with 20 offices across 8 countries in ASEAN and Oceania.