

**Volker Kuwertz: Executive Creative Director & CEO,
Ogilvy & Mather Advertising Düsseldorf**

I have been with Ogilvy since 2000. I began as a CD and since 2004 I have been the CEO of Creation, or, as it is says on my business cards, Executive Creative Director.

The exceptional thing about our location is that despite its manageable size, Düsseldorf is on the cultural level of larger European cities. This proximity results in cultural sub-cultures, which can be highly inspiring to creatives.

Our office draws on the fact that it is part of Ogilvy, with access to one of the largest networks. Yet in the daily business, we conduct ourselves like a founder-run agency. We are informal and direct and, to use a comparison from the world of football, as an ECD, I am as much a "trainer" as a manager.

The most valuable thing we have is the talent of our people, regardless of whether they are an account manager or a creative, an AD or a texter, a junior or CD, do classical advertising or digital. It is always about recognizing the best talent and inspiring it for Ogilvy, binding people to the agency and promoting them whenever possible. I see this as one of my central tasks. No agency (at least none of big network agencies) promotes its people as consistently as Ogilvy. And I am a bit proud of that.

My favorite career highlight? Easy. Participating in Ogilvy's internal, international management training program. I not only came away with a lot of inspiration for my professional work, but also several tips for my life in general.

My favorite David Ogilvy quotation: " If you ever find a man who is better than you are – hire him. If it is necessary, pay him more than you pay yourself."