



Chris Iki
Chief Operating Officer
TBWA/Hakuhodo

Chris Iki has more than 20 years of experience as a marketing professional, working on managing global brands in the US and overseas.

Chris started his career at Wunderman in New York working on the American Express Platinum and Optima Cards. During this time he also served as a key member of the team that launched the Optima Card in Japan. Since then, Chris has worked on clients such as VISA International / USA, National Football League, Apple, Gore-Tex, United States Postal Service, Harrah's Casinos, and AT&T, all of which has provided for his unique combination of management, branding and holistic communications credentials.

In 2004, Chris joined TBWA\ to lead the Nissan global account as the Global Account Director at TBWA\HAKUHODO INTERNATIONAL based in Tokyo. And over the course of 9 years, worked closely with TBWA\ agencies and clients across 14 countries, including the US and Europe.

Born and raised in Tokyo with an international educational background, Chris's bilingual and bicultural background, together with his experience managing major global brands have enabled him to seek success in an ever-growing international environment.

And with his appointment as TBWA\HAKUHODO's Chief Operating Officer, Chris now looks to lead the agency down its path of continued success.