



Judd Labarthe
VP, Global Strategy Director
Grey Group

US-born Judd Labarthe joined Grey as VP, Global Strategy Director on GSK in January 2014, returning to Singapore after six years in Berlin, Germany. There he served as Executive Planning Director at G2 Germany before founding his own consultancy, Planner at Large, focused on creative turnaround marketing. A 25-year agency veteran, he previously held planning leadership positions with DDB (in Chicago, Berlin and Amsterdam) and Ogilvy & Mather (Taiwan and Singapore).

Campaigns Judd planned and steered have won dozens of international creative awards, and he has helped his employers, clients and colleagues win over 50 Effies – most recently, a 2013 Gold Euro Effie for VisitScotland. A member of Effie Worldwide’s advisory board since 2008, Judd also has extensive Effie judging experience at the local, regional and global levels and has helped grow Effie programs across Europe, the Middle East and Asia.