



**Juhi Kalia**  
Executive Creative Director, Global Team  
JWT Singapore

As Executive Creative Director at JWT Singapore, Juhi drives the worldwide brand development and creative output for Unilever's Lux and Friesland Campina's Friso business. Two years in this global role have enabled Juhi to develop a nuanced understanding of cultural insights in varied markets across East Europe, Africa, the U.S., LATAM, Middle East and Asia.

She grew up in agencies like Lowe, McCann, Ogilvy, and JWT India.

One of the youngest Executive Creative Director's in the system, she took over as the national lead at JWT Indonesia. Within a year, she changed the face of Indonesian advertising by bringing home the country's first Lion. When she moved as ECD to Saatchi and Saatchi, the agency went from one local bronze to their first ever Cannes haul.

Juhi has led her agencies to win agency of the year and best of show multiple times. She was voted Creative Director of the Year by the National Advertising Council, twice.

Juhi was featured on Campaign Asia-Pacific's top 40 faces to watch for 2013.

She has won numerous golds, silvers and bronzes at Cannes, Spikes Asia, Adfest, The Creative Circle Awards and just last year, a Grand Prix, gold and bronze at Spikes Asia.

She has judged at Spikes Asia, Creative Circle Awards (Singapore), Citra Pariwara (Indonesia), been jury chairman at the local show (Indonesia), and Young Spikes (Singapore).

Juhi believes the best work happens when real challenges are solved.

People know her as someone with great intensity and energy. She specializes in creative strategy, trans media ideas, creative use of media, engagement, film, outdoor, cause marketing and activism.

Juhi is passionate about finding creative solutions to do good. She led the 'Smell a memory' project that created personalized scent kits to trigger memories in patients with Alzheimers. These kits are undergoing clinical trials and may well become a standardized part of therapy.

She started the mybabytree.org initiative using geo-tagging in the rainforests of Indonesia for WWF. To date, over 10,000 trees have been planted.

Juhi is interested in human behavior, installation art and quasi science.

She has a passion for mentoring. She has spoken at INSEAD, National Marketing seminars, Award School Asia and Ngee Ann Polytechnic.