



**Richard McCabe**  
Regional Strategic Planning Director  
McCann Worldgroup Asia Pacific

Richard's 19 year marketing career spans Global Financial, FMCG, Lifestyle, Luxury, and Travel and Tourism Brands.

He has spent the past 16 years based in Asia working on local, regional and global strategic initiatives across the US, European, Middle Eastern and Asian markets.

He has worked with agencies including: Publicis, DDB, Bates/XM, M&C Saatchi, The Filter Group, Batey Red Cell, FIN International(UK), Strawberry Frog(NL) and Ion Global on brands such as ABN AMRO, Nokia, GE, Dubai Tourism, ESPN, Credit Suisse, HP, Kotex, Volkswagen, Calyon Group, Kleenex, Tiger Beer, Emirates Airlines, Volkswagon, Mini & Heineken amongst others.

Awards include One Show, Effies, Spikes, Creative Circle Awards, Hong Kong Design Awards, Cannes Cyberlions, Digital Media Awards, Appies, Asian Marketing Effectiveness Awards

Recent Global/Regional clients include: P&G Oral Care (Oral B), P&G Health Care (Vicks), Zurich Insurance, Siemens Energy, BMW, MasterCard, Coke, Nestle, JJVC

Outside of work Richard is a founding member of a Singapore based creative collective, POOL which develops collaboration events between music and visual artists. A triathlete, he regularly swims, cycles, and runs wherever he travels