

HONORARY DEGREE



PETER STRINGHAM

BA(Man.)

WEDNESDAY, OCTOBER 19, 2 PM

Renowned Canadian advertising executive Peter Stringham transformed the industry through a potent blend of visionary leadership, strategic thinking and creative excellence.

His father, a Professor Emeritus in UM's Department of Animal Science, instilled the value of higher education in his son. Stringham received a BA in political studies at UM before beginning his career as a junior copywriter, steadily rising through the ranks to become Senior Vice-President of Gordon Hill Advertising and one of the most influential figures in the industry.

In 1980, he founded an agency of his own—Stringham & Grant Tandy Inc.—in Winnipeg, which he ran successfully for several years, before selling to Baker Lovick Advertising in Vancouver. Under his leadership as General Manager and Executive Vice-President, Baker Lovick Advertising became the first Canadian company to be named international ad agency of the year by *Advertising Age* magazine.

Achieving astonishing success in Canada, Stringham went on to become President and CEO of BBDO Canada, transforming the company into the nation's biggest, top-grossing advertising agency. In 1997, Stringham left to join what was then New York's largest agency: Young & Rubicam North America. As CEO, he was part of the team which took the company to an IPO and succeeded in it being the most successful in agency history. He moved to London, U.K., in 2001 where he helmed the global marketing for HSBC, growing the company brand 11-fold into one of the world's most valuable brands.

Over his 45-year career, Stringham wielded tremendous influence by promoting the world's top brands. His ability to lead in both the creative and managerial sides of the industry catapulted him to the top echelons and won him several prestigious awards, including the Retail Banker Award for Best Advertising and Brand Strategy of the Year, *Marketing Magazine's* Most Influential Person in Advertising and the *Daily Telegraph's* Marketing Director of the Year.

In 2016, Stringham retired as Chairman and CEO of New York-based Young & Rubicam Group of Companies – one of the world's largest marketing communications groups. He ran their global operations overseeing 27,000 employees and annual revenues in excess of \$10 billion while satisfying major clients such as AT&T Corp. and Ford Motor Co.

His enduring passion for his native Canada has seen Stringham apply his leadership skills and creative vision to Canadian organizations including the Winnipeg Folk Festival, where he served as Founding President, and Canopy Growth Corp., where he was a former board member. He also helped launch the federal political career of The Honourable Lloyd Axworthy as his first campaign writer.

In 2013, Peter became a founding Chair of the American branch of War Child, a Canadian non-profit organization that provides safety, education and legal counsel to children in war-torn countries.

The University of Manitoba is proud to award a Doctor of Laws, honoris causa, to Peter Stringham, for his creative innovation and business leadership.