

## My Lord and Chancellor

Chris Arnold is a multi-award-winning business leader in the fields of advertising and marketing. He has enjoyed a successful career working with over fifteen of the world's top marketing agencies and is a former Creative Director of Saatchi & Saatchi.

Chris grew up with his parents and two brothers in Hertfordshire and Norfolk. His father was the Director of Marketing for Lotus Cars, and his mother was an artist and drama teacher. He recalls not being particularly good at reading, writing and spelling at school, preferring art and music instead.

Chris completed a foundation course at Hornsey College of Art before studying Interior Design at Kingston Polytechnic, a subject he confesses he wasn't very good at, so he decided to go into advertising instead.

Chris knew that getting his first job during the recession of the 1980's would be difficult, so he extensively researched the companies he applied to in order to gain a competitive advantage. This proved vital and he secured a position with McCann, one of the biggest ad agencies in the world.

Some years later he was working with a client, The Dyslexia Institute, when he realised that he actually had the condition. This was a revelation, and Chris says that it helped him understand his different approach to problem solving. He regularly writes and gives talks about dyslexia, hoping to change attitudes, trying to help people to see it as a gift rather than a disadvantage.

After more than 25 years working for top companies, Chris set up 'FEEL', the UK's first ethical marketing and advertising agency. He is also the founder of the agency, 'Creative Orchestra' and the consultancy, 'The Garage'.

Chris is a published author and has appeared on numerous television programmes as an expert on branding and ethics. He has been a Board Director of Europe's biggest trade marketing association, the DMA, as well as Chair of both the Agencies Council and the Creative Council.

Chris believes in nurturing and cultivating new creative talent, and believes that hard work, doing your research and being prepared to take a different approach are the keys to success.

Pro-Chancellor, I have the honour to present Chris Arnold, and I ask you to confer upon him the degree of Doctor of Business Administration, *honoris causa*.