



**BILL MUIRHEAD**  
**Agent General for South Australia**

Bill is a South Australian who completed his education in London where he studied at the Institute of Marketing. He began his advertising career with Ogilvy & Mather in 1970.

Bill joined Saatchi & Saatchi in 1972. He has worked with British Airways, Qantas, The Conservative Party, Toyota, BP, News International and the COI. In 1989 he became Chairman & CEO of Saatchi & Saatchi in London and then Chairman of Saatchi & Saatchi Europe. In 1994, he moved to New York as Chief Executive and President of Saatchi & Saatchi Advertising Worldwide.

He is a Founding Partner of M&C Saatchi, together with David Kershaw, Maurice Saatchi and Jeremy Sinclair and was responsible for establishing the Company's overseas offices.

In April 2007, he was appointed Agent General for South Australia.

His interests include tennis, skiing, rugby, music and travel.