

Cilla Snowball

Chairman and Chief Executive

AMV Group



Cilla Snowball is Chairman and Chief Executive of Abbott Mead Vickers Group, the most respected advertising and communications group in the UK serving clients including Sainsbury's, BT, Camelot, the BBC, Guinness, PepsiCo and the government's Central Office of Information. She has worked for AMV for 16 years; in senior management positions for the last 8 years, rising to agency head and now country head. The agency has held the number one position in the UK for 12 years, extending its brand leadership over its competitors.

Cilla has achieved value growth, industry recognition and brand reputation and has led a strong, sustainable culture and business. She is the most senior woman in British advertising and she was named as one of The Independent's Top 50 Newsmakers of the Year in 2007.

In tandem with her commercial successes Cilla is an active charity campaigner and sits on the Board of Businesses in the Community, leading their Inspire Programme. She is trustee of Macmillan Cancer Support and * led the agency's creation of Big House in Whitechapel, a centre for the homeless, which has proved effective in removing 59 people permanently from the streets. She is a member and past President of the Women's Advertising Club of London, a member of The Thirty Club, The Council of the Marketing Group of Great Britain and a Fellow of the Marketing Society.

Cilla was recognised by The Queen in 2007 as one of the top 200 women to impact UK business and industry.

A graduate from Birmingham University in French she joined Allen Brady and Marsh and then moved to Ogilvy & Mather before joining AMV Group.

Most importantly, she is the mother of Fred, Albert and Rosie.