

## Cilla Snowball



From trainee to advertising guru.

Cilla graduated from the University of Birmingham in 1981 with a BA in French

### Why she is outstanding

Cilla Snowball is Group Chairman and Chief Executive of the advertising and communications company Abbott Mead Vickers (AMV).

After leaving University, Cilla joined Allen Brady & Marsh as a trainee but moved to Ogilvy & Mather in 1983, where she managed accounts for well known companies such as Rowntree and Lever Brothers. She joined AMV in 1992 and has worked there ever since; in senior management positions for the past nine years, rising to agency head and now country head. AMV Group employs more than 900 people in the UK and clients include Sainsbury's, BT and Guinness.

She was awarded the CBE for services to the advertising industry in January 2009.

In 2010 the Guardian ranked Cilla as the 50<sup>th</sup> most influential person in the media sector, she was the 10<sup>th</sup> highest ranking woman.

### Did you know?

Some people think her name is made up!