

# New chapter of success awaits Bull at McGarrybowen



By Leigh Andrews

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Former SA adman Matthew Bull has joined McGarrybowen as NY Creative Chief. He lists a few of his career highlights so far, tells us what his new role comprises and the learning he's most looking forward to.



Matthew Bull

Back in June, we reported that Matthew Bull was set to [close his 'NY Shop', Bull-White House](#) as it 'just wasn't working' and they weren't creating the magical calibre of work he'd come to expect. Fair enough.

Formerly of Ogilvy and Lowe and Partners among others in South Africa, Bull then moved on to become creative consultant for Anheuser-Busch InBev, Unilever and the like.

Since then, the [Twittersphere has been abuzz](#) with the news of his appointment as NY Creative Chief at McGarrybowen.

I pinned Bull down for a quick chat...

## Career highlights from working with some of the world's best and biggest brands

There are many brands and companies he's loved working for, but he clarifies: "Most of my career highlights are about working *with* - great people on the agency side, great clients."

These include his Stella Artois clients through the years, Unilever clients, Dulux, SAB Miller, as well as the brilliant people at Lowe Bull, Lowe London and around the world, as well as his special crew at The B-W.

"I've been incredibly lucky. To me, it's not just about the work, it's about the people that help you to make it."

## What the new role at McGarrybowen will comprise

As Chief Creative Officer of the New York office of McGarrybowen, Bulls says, "Really it's all about getting the entire agency, regardless of the disciplines, to work together to create a great working environment and brilliant work off that."

## What he's most looking forward to there

In a word: Learning. "Meeting lots of new people, working on big projects, and ultimately, helping to create work that has a positive effect on all who are part of it."

Sounds like a great work ethos. No wonder McGarrybowen New York President and Chief Client Officer Simon Pearce [predicts in Adweek](#) that the agency's in for "a new chapter of success".

For more on Bull, follow his [Twitter stream](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.  
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