

What Jeremy Sampson's going to do after leaving Interbrand

By [Leigh Andrews](#)

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While he's had a rich, diverse career and is undoubtedly one of the local ad industry's biggest names, Jeremy Sampson's move from Interbrand shouldn't be seen as retirement - far from it, he explains.

With [the news](#) that Jeremy Sampson is stepping down from Interbrand getting the advertising and marketing industries aflutter, I contacted Sampson for a short and sweet overview to find out more.



■ **What prompted the decision to move on?**

Sampson: A collection of things, but I remain connected to and an adviser to Interbrand. I find it very, very important to keep up to speed and relevant in this fast-moving world. But it's also time to get involved in brand-related areas, especially as we have so much convergence at the moment, and to look at some new areas. So this isn't a retirement but rather a new chapter. After all, I've started three successful businesses in my career, I guess that makes me an entrepreneur.

■ **List a few of your career highlights**

Sampson: I have lots, and who knows - there may be more to come.

1. One was being awarded the *Financial Mail AdFocus* Lifetime Achiever Award in 2010. I was the first and only brander/designer to win this. It is very humbling when the whole audience, comprising the good and the great of the entire industry, gives you a standing ovation.
2. Giving a paper on the impact of digital on branding at the WIPO (World Intellectual Property Organisation) Symposium in Geneva, Switzerland. This took place just a few days after 9/11, so flying there was very interesting.
3. Working with many of South Africa's top business leaders and top creatives.
4. Evolving the Springbok logo, turning it around and relaunching it.
5. Being an ambassador in difficult times by celebrating a decade as President of South African Designers, and thus attending global conferences every two years from 1977-85 in Dublin, Mexico, Paris, Helsinki, Milan and Washington. Being an ambassador in difficult times.
6. Working with some very clever people from around the world in the Interbrand group.

■ **What are you looking forward to most once you leave - the release mentioned you'll have time for your other interests...**

Sampson: Yes, I'll have more time for other things. The South African wine industry is an interest, particularly the related areas to branding: marketing as a whole, PR, investor relations, reputational issues. I'm also looking forward to speaking, writing, broadcasting, mentoring, reading, sitting on advisory boards and panels, and having the time for art and printmaking.

“ A special thank you to [@jdrsampson](#) for your countless contributions to both Interbrand and across the industry.

[#Legend- Interbrand \(@Interbrand\) November 18, 2014](#) ”

Nicely said, Interbrand. Seems we'll need to keep an eye out, as Sampson's not moving out of the spotlight just yet. [Click here for the full press release](#) and [click here to follow Sampson on Twitter](#), if you don't already.

ABOUT LEIGH ANDREWS

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