

# The One Club for Creativity appoints new director of professional development

The One Club for Creativity has appointed Bob Isherwood as director of professional development. Isherwood will be responsible for strengthening current club programs such as Creative Leaders Retreats and Executive Creative Summits, and develop new global initiatives that focus on professional development for creatives at all levels.

Isherwood has over 30 years of experience in the creative industry, including 22 years at Saatchi & Saatchi where he served as the agency's creative director for 11 years as well as chair of its global creative board. He is a Clio Hall of Fame inductee and has also taught advertising at Vanderbilt University and helped establish Dialog Health, a mobile messaging company aimed at enhancing patient satisfaction, compliance and adherence in the healthcare sector.

The One Club for Creativity CEO Kevin Swanepoel said they are thrilled and lucky to have Isherwood on board and he will play a key role in improving their professional development programming. Isherwood commented on his appointment: "Education has been my focus for quite a while now. For the past few years, I've had ongoing discussions with Kevin and Tony (Gulisano) about where the current education system falls short for our industry. That led me to joining the club because we are like-minded on the gaps we can fill," Isherwood said.

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