

Frank Bodin

Frank Bodin is one of the most renowned advertisers in Switzerland. From 2001 to 2018 he was Chairman & CEO of Euro RSCG and Havas, one of the largest, strategically and creatively leading agencies in Switzerland. In his career, he has served virtually all major clients. He also has international experience: He restructured as CEO Havas in Austria (2011 – 2013) and was Chairman of the European Creative Council of Havas (2011 – 2016). As Chairman of the Global Creative Council (2014 – 2016), he was most recently jointly responsible for 75 countries.

Frank Bodin is President of the Board of furrerhugi.holding AG and a member of numerous administrative, foundation and advisory boards. He is also guest lecturer at several universities and a sought-after speaker at home and abroad. He has received numerous awards from all major competitions worldwide and was Advertiser of the Year.

He studied piano at the conservatory and law at the University of Zurich.

His book “Do it, with love – 100 Creative Essentials” was published by Hermann Schmidt (Mainz) in 2015 and is a bestseller in its eighth edition. It received an inspiring sequel in September 2020 with “Is it Love? – 100 Essential Questions”.