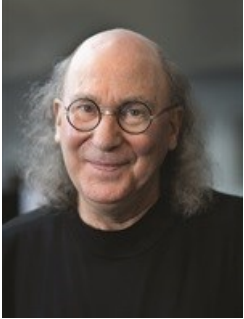


# Lion of St Mark goes to Bob Greenberg

CANNES, FRANCE: At the 2015 Cannes Lions International Festival of Creativity Bob Greenberg, Founder, Chairman and CEO of R/GA, will be honoured with the Lion of St Mark during the awards ceremony on Saturday, 27 June.



"This is an award that recognises an outstanding individual, a person whose devotion and vision has helped shape the way forward for the industry," says Terry Savage, Chairman, Lions Festivals.

Under Greenberg's leadership, R/GA has taken home close to 60 Lions and become one of the most successful integrated marketing services companies, creating everything from new products and digital services to social, mobile and broadcast campaigns.

"This is a man that reinvents his agency business model every nine years to ensure that they are in line with technology shifts. He has created groundbreaking visual effects and is behind the Titanium Grand Prix winning Nike+ Fuelband campaigns. It's an honour to be able to celebrate his talent and unstoppable drive," continued Savage.

Speaking about his award, Greenberg added, "Throughout my career and every incarnation of R/GA, I have always strived to ensure that creativity remained at the heart of everything we did. I am honoured that the Cannes Lions Festival feels that my efforts are worthy of this prestigious award and have included me among such distinguished company."

As well as collecting his award, Greenberg will be on stage in his seminar with Techstars' co-founder and managing partner Dave Cohen, 'Better Together: Ending the Madison Avenue vs. Silicon Valley Mentality'. Taking place on 24 June, they will look at the R/GA Accelerator programme and explore how this agency-led start-up accelerator is harnessing disruptions in content, data and IoT, while reimagining what Madison Avenue and Silicon Valley can do for consumers.

For more information, go to [www.canneslions.com](http://www.canneslions.com).