

Todd Sampson

Todd Sampson was formerly the CEO and Chairman of Leo Burnett, the most awarded agency in Australia, whose clients include AAPT, Amstel, Australia Post, Caltex, Canon, Colgate Palmolive, Colonial First State, Diago, Energy Australia, Fairfax, Heineken, Macquarie Bank, Nestle, NRMA, Procter & Gamble (Herbal Essence & Max Factor), Rabobank, Samsung, Scope, Vero Insurance and WWF.

Todd is an adventurer, award-winning documentary-maker, television presenter and businessman. The Financial Review and News Limited ranked him as one of the most influential executives in Australia. Todd currently sits on the Board of Directors of both Fairfax and Qantas. He is also the co-creator of the Earth Hour initiative, one of the largest environmental movements in history reaching over 1 billion people in 5500 cities worldwide. the coveted Titanium at Cannes and Yahoo Chair for Innovation in 2008. That same year Earth Hour was awarded B&T's Creative Campaign of the Year in Australia and in 2009 it became the biggest environment movement in history with over one billion participants.

Todd is now the writer, producer and host of a number of international documentaries including Discovery Channel's Redesign My Brain which won Documentary of the Year, BodyHack which has been nominated for Best Factual Series and Most Outstanding Documentary of the Year and more recently Life on The Line. One reviewer colourfully captured Todd's unique approach, "If Bear Grylls, Louis Theroux and Brian Cox had a love child together, it would be Todd Sampson."

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