

Martino O'Brien

Martino O'Brien. His first name is Italian. Surname is Irish. And he's none of either. Could have joined the UN as a multi-cultural ambassador. But his passion for ideas got him into advertising instead.

A Visual Communication graduate from Loyola College with a major in advertising, Martino has had stints as a copywriter at some of the finest global agency networks – BBDO, JWT and a few boutique agencies.

They say love makes the world go round, as it certainly did for Martino as he followed his wife across the skies to Dubai when she landed a job in Emirates Airlines and lived there for decades before moving to Perth.

He is now a Managing Partner and Creative Director of an ad agency in Dubai working on multinational brands for the MENA region such as Head & Shoulders, Gillette, Cadbury, Grey Goose and Bombay Sapphire. He spends his time between Perth and Dubai and still enjoys the extra legroom on the A380.

When he's not thinking of campaign ideas and advertising strategy, he's in the cricket nets with his son passing on the nuances of seam bowling, or on the sidelines cheering his daughter at netball.

An avid cricket fan to say the least, as he volunteers to umpire for Thornlie Cricket Club for the whole 40 overs on a scorching Perth day. *Phew!* Why, he even hails from a family of 11 siblings with him being the youngest member on the team.

Martino believes that having a son in Year 4 and a daughter in Year 7 at St Brigid's gives him a more holistic view of school life. He looks forward to contributing to the College's Advisory Council.