Kim Myhre
Managing Director

Kim is an intersectional design thinker, thought leader, innovation activist and brand storyteller with a unique combination of strategic, creative, commercial and international experience. A strong background in strategy and planning, creative and talent management. An action oriented executive with a track record of winning new business, delivering results for clients and driving agency growth.

He has more than 20 years of global experience developing brand experience marketing strategies and campaigns. Kim is known as one of the best strategic thinkers, brand innovators, and team leaders in the business.

Currently he is Managing Director at **MCI Experience**. Part of the MCI Group, the agency serves as an incubator of innovative experience marketing capabilities in response to customer demands for more strategic, creative and immersive experience marketing campaigns.

Prior to this, Kim was Senior Vice President and Managing Director of FreemanXP in EMEA where he recruited an award-winning team, built strong brand awareness and grew revenues to £15 million in just three and a half years.

Before this he was CEO of Project Worldwide EMEA where he led a network of engagement marketing agencies to deliver marketing campaigns throughout EMEA for brands such as BMW, Cisco, Salesforce.com and P&G. Kim was also the Managing Director of George P. Johnson (GPJ) EMEA the largest Project Worldwide agency and one of the world's top experience marketing agencies producing events like Cisco Live, Dreamforce, and Cisco House and the Panasonic Pavilion at the London 2012 Olympic Games.