



**MILKA POGLIANI**  
**CHAIRMAN & EXECUTIVE CREATIVE DIRECTOR**  
**MCCANN WORLDGROUP ITALY**  
**CHAIRMAN EUROPEAN CREATIVE COUNCIL EMEA**

Milka started her career by joining a group of directors with RAI (Italian State Television) as a screen-writer.

After a few years she accepted a job offer as a copywriter in advertising. She reaped her experience by working for international networks, such as JWT and Benton & Bowles. In 1979, she started to work with McCann Erickson as a senior copywriter, then as Executive Creative Director and then in her current role.

Milka is responsible for many projects on a global level for multinational clients.

She is a member of McCann Worldgroup Management Board.

She has taken part on the Juries of the most important international advertising festivals (Cannes, Clio, Cresta, Andy Awards, Eurobest and Golden Drum).

As a Creative Director she has won many international awards including the Grand Prix, gold, silver and bronze Lions at Cannes Festival and other awards including the New York Festivals, Cresta International, London International Advertising Awards, Art Directors Club of New York, Art Directors Club of Europe, Eurobest (London), besides prestigious Italian creative awards.

From 1999 to 2002 Milka was Chairman of the Art Directors Club of Italy.