

LUKE HAMMERSLEY
Chief Executive Officer, EMEA



Luke Hammersley joined CreativeDrive with 12 years in the advertising production space. He founded and grew Zebra Worldwide Group which CreativeDrive acquired in 2018 and where he remains CEO of CreativeDrive's EMEA Region. In this role Luke is responsible for the growth, development and performance of the group in the region and remains actively involved in large scale operating model design and production / technology transformation projects - driving the connected customer journey agenda for global brands and retailers.

Luke is as passionate about process design and technology as he is about the craft of production and great creative, which in his words 'makes it a great time to be in this space!'. Prior to CreativeDrive, Luke spent 10 years in the management consulting sector, working at EY & Capgemini.