

# 'Mark's creativity, passion and determination have been a huge asset to D&AD. He has put in a real shift and we love him for it'

**TIM LINDSAY**  
CHAIRMAN & FORMER CEO, D&AD



# /B.

## 2020-24 **Consultant Creative Director for Virgin Galactic, Numan, Hummel and Neon.**

Design and Brand Consultant for Virgin Galactic to define and evolve the brand, livery and astronaut experience at Spaceport America extending an 18 year relationship beginning with brand creation. Mark also consults with Men's Healthcare Provider, Numan, re-designing subscription packaging and re-shaping the brand language, as well as defining the strategy, identity, communications and operations of a new boutique hotel in Marrakech, Morocco for Neon.

## 2015 **52nd D&AD President**

Head of the world's most revered Creativbe Award and Education Charity. Responsible for shaping positioning, policy and partnerships including introducing two new awards: The D&AD Wood and Graphite pencils to amplify the achievement of 'in book' and 'nomination' for entrants, but also to strategically increase the D&AD award's visibility in client boardrooms. More than 5 times more difficult to win than the nearest competitor, the D&AD Award maintained its global status but increased its presence, whilst creating a new revenue stream as previous winners back-ordered pencils from their history.

Devised and hosted the inaugural D&AD Judging Week Festival which continues to grow, re-clarified the judging criteria with the 'Bonifesto'—which defined guidance for judges to discourage peer and political voting. Mark re-invigorated the President's Lecture series delivering 7 events during his presidency including Toscani, Philippe Starck and Margaret Calvert and created an Annual that listed work by Award level (highlighting the addition of two new D&AD Award levels) rather than by creative discipline, allowing multi-awarded creatives to see their diverse work collected together as continuous pages.

## 2013 **Senior Management Team, D&AD**

Elevated to senior management to work closely with the Chairman, CEO and COO to define long-term strategic planning, engender partnerships and to re-clarify purpose and evolve and re-focus the organisation's education purpose by creating the D&AD Foundation, visibly channeling revenue into a myriad of education purposes, and providing the vision for D&AD 'Shift', an important programme to encourage ethic and social diversity in creative professions. To celebrate the 50th anniversary, Mark researched and interviewed the original founders and for the first time in D&AD's history, completed a definitive version of events leading to the formation of D&AD in 1962, inviting the surviving founders to the 50th dinner and bestowing a honorary Yellow Pencil on Derek Birdsall RDI, the only founder never to win one as a practicing creative.

## 2011 **Trustee, D&AD**

Created strategic policy within an elected collective of distinguished international creatives from Digital, Advertising and Design.

## 1999-2020 **Founder, Creative Director/MD at GBH.London (www.gbh.london)**

Founded multi-award-winning Brand Design, Digital and Advertising consultancy, GBH.London in 1999 with his two partners. GBH grew into a specialist team of 22 employees, with offices in London and in Boston, MA developing the business to an annual turnover of GBP2.4m. Mark was co-Creative Director, Lead Designer and also Managing Director with responsibilities in Creative Direction, Strategy,

## MARK BONNERMA(RCA) STRATEGIC BRAND DESIGN

WOODHATCH, GREENDENE, SURREY KT24 5RG  
B.ISFORBRAND@GMAIL.COM  
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## ACHIEVEMENTS

2015 D&AD PRESIDENT  
2013-15 D&AD SENIOR MANAGEMENT  
2011-13 D&AD TRUSTEE

2015 KEMISTRY GALLERY BOARD MEMBER

'WHO'S WHO' 2007—

## AWARDS

43 D&AD AWARDS;  
FOUR YELLOW PENCILS  
9 GRAPHITE PENCILS  
30 WOOD PENCILS

NEWYORK ART DIRECTORS CLUB  
SILVER AWARD 2004

ONE SHOW  
SILVER AWARD 2011, 2013

NEWYORK FESTIVALS  
SILVER AWARD & 2x BRONZE 2011

6 DESIGN WEEK AWARDS  
INCLUDING BEST OF SHOW IN 2003

FRESH AWARDS  
2015, 2016, 2x 2017

BRAND IMPACT AWARDS  
SILVER 2015, 2018

NOMINATION, 2018 SPORTS EMMY®  
GEORGE WENSEL TECHNICAL ACHIEVEMENT

## PUBLIC SPEAKING

D&AD TRAINER: ART DIRECTION  
D&AD FUTURES, WUHAN, CHINA  
D&AD FESTIVAL  
WEDF, BRISTOL  
CHELTENHAM DESIGN FESTIVAL  
LONDON DESIGN FESTIVAL

## PUBLISHED

'CHARM, BELLIGERENCE & PERVERSITY:  
THE INCOMPLETE WORKS OF GBH'  
BLACK DOG PUBLISHING, 2016

ARTICLES INCLUDE:  
HUFFINGTON POST, DEZEEN,  
CAMPAIGN, COMPUTER ARTS,  
CREATIVE REVIEW, DESIGN WEEK,  
CREATIVE ENGLAND

## JUDGING

FOREMAN, 2013, 2015 D&AD BLACK PENCIL  
FOREMAN, 2015 KYOORIUS AWARDS, INDIA  
6x D&AD AWARDS  
CHAIRMAN, 2003 CONSORT ROYAL AWARDS  
CHAIRMAN, 2015 BRAND IMPACT AWARDS  
CREATIVE REVIEW ANNUAL  
5x FRESH AWARDS

## TEACHING

2015-18 ARTS UNIVERSITY OF BOURNEMOUTH  
2015 FALMOUTH UNIVERSITY  
2005-15 KINGSTON UNIVERSITY  
2010-14 WEST BUCKS UNIVERSITY

'Mark is a fundamental part of the Virgin Galactic story, being there from the beginning with outstanding creative vision and guiding the brand over the last 18 years with constantly innovative and progressive inputs over many projects. He's a valued part of our team and his creativity continues to lead by example.'

**TOM WESTRAY**  
HEAD OF DESIGN, VIRGIN GALACTIC



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Finance, Legal, HR and Client Services. GBH delivered more than 1000 brand creation, identity, communication, expression and campaign projects over 21 years for clients including Alajmo, Arsenal FC, America's Cup Event Authority, Apple, BMW, Eurostar, FIGC (Italy), Flos SpA, Hummel, Land Securities, Louis Vuitton, Mama Shelter, Mikli Eyewear, Mob Hotels, NorthSails, Puma, Royal Mail, Samuels & Associates, Sam Adams Boston Lager, SBE Entertainment, STARCK, SV Hotel, Virgin Galactic, Yotel and Zand Bank, Dubai.

Developed world-class expertise in Sports Retail and Sports Marketing, Hospitality and Transport; evolving the retail personality of sportstyle brand PUMA as the brand grew from 5 stores to over 700 worldwide. More than 500 projects over 16 years include 'Redworld': defining PUMA's retail personality, brand expression, OOH Advertising campaigns, TV commercials, the strategy and creative vision enabling PUMA to win the Arsenal FC technical Partnership from NIKE5, as well as developing a 360° campaign for the brand's participation in the Volvo Yacht Race. Mark also developed the branding for the 35th America's Cup and devised a unique innovation platform for technical sponsor BMW, called 'FlyTime™' which became an integral part of broadcast coverage and spectator understanding of the event.

In hospitality, Mark was responsible for re-invigorating the Eurostar brand across all customer touchpoints, on-board and in terminals alongside Philippe Starck, extending the Yotel brand from airports to city centres, creating restaurant identities for the Michelin-starred Alajmo brothers in Venice and numerous boutique hotel brand creation projects, including developing a new long-stay hotel concept in the DACH market and developing the strategy enabling Yotel to become a city-centre hotel from its airside roots, delivering their first large-scale venture in NYC.

In transport, Mark created the Virgin Galactic Brand in 2002 and remained at the heart of the brand's communication design working closely with the Galactic team in developing the astronaut experience in readiness for operations in 2021.

**1997 Senior Designer, SAS Design (Now Publicis)**

Created and led the agency's first award-winning shareholder communications projects for Railtrack, BT, Ernst & Young and devised the brand identity and livery for Stewart Grand Prix in F1.

**1996 Senior Designer, Carter Wong & Partners**

Created branding and communication projects for Jackie Stewart Racing, F1, ECB Cricket, Dulux and Walls Ice Cream.

**1993 Designer, The Partners (now Superunion)**

Led branding and communications projects for Minorco, JWT, St Ives Print, Identity for Aylesford Newsprint and The Partners own tenth anniversary 'time capsule'.

**1987-93 Internships**

Assisting brand and FMCG packaging creation at Lewis Moberly.  
Assisting broadcast graphics and title sequence creation at London Weekend Television.  
Assisting numerous brand and communications projects at The Partners.

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**EDUCATION**

ROYAL COLLEGE OF ART  
MA GRAPHIC DESIGN & ART DIRECTION  
1991-93

1992 VARLEY MEMORIAL AWARD

KINGSTON UNIVERSITY  
FIRST, BA(Hons) GRAPHIC DESIGN  
1988-91

1991 SILVER D&AD STUDENT AWARD  
2x RSA STUDENT AWARDS  
1993 CR 'CREATIVE FUTURES' AWARD

WEST THAMES COLLEGE  
DISTINCTION, BTECH GRAPHIC DESIGN  
1986-88

DRAYTON MANOR HIGH, LONDON  
1981-86

**PERSONAL**

BORN 24 JUNE 1970

MARRIED TO JANICE,  
HAS TWO CHILDREN; JOELY (20)  
& CHARLEY (16).

LIVES IN EAST HORSLEY, SURREY  
AND LE MANS, FRANCE

**INTERESTS**

DESIGN HISTORY  
ART  
FILM  
MOTORCYCLING  
MOTORCYCLE RESTORATION  
CLASSIC CAR OWNERSHIP  
TRAVEL  
CARPENTRY  
COLLECTIONS  
FRENCH CULTURE  
MOTORSPORT  
ENDURANCE RACING  
F1  
CLASSIC MOTORSPORT  
FOOTBALL (QUALIFIED FA COACH U15s)  
CRICKET

**DRIVING**

FULL LICENCE  
INCLUDING MOTORCYCLE

**ASSOCIATIONS**

D&AD  
AUTOMOBILE CLUB L'OUEST

**LANGUAGES**

FRENCH, ENGLISH