



David Swaebe

Global Chief Growth Officer, MullenLowe Global

A former news reporter, who became a flak, stumbled into a growth role, and found his groove trying to make agencies irresistible partners to the world's greatest brands. That's the professional pathway David Swaebe ventured down on his way to becoming Global Chief Growth Officer at MullenLowe.

In his current role, Swaebe supports growth teams across MullenLowe's international hubs in the U.S., UK, Europe, India, Singapore, LATAM, and beyond into our 55 international markets. He works closely with a global marcomms team stationed in Boston, London, Barcelona, and Madrid to provide access to a vast array of original agency content, technology tools, marketing forums, linkage to holding company partners, and connections with client intermediaries, all designed to foster network-wide collaboration, brand consistency, and growth opportunities for our local agencies.

Swaebe has collaborated with his colleagues at MullenLowe on cultivating partnerships with some of the world's most innovative and creative brands, including KFC, E*TRADE, Corona, Zappos, JetBlue, Acura, Google, Royal Caribbean, and Patrón.

With his guidance as a leader of the agency's marketing team, MullenLowe has been recognized on the prestigious Fast Company Most Innovative Companies list, and four times on the Advertising Age A-List.

Swaebe came to agency business development following an extensive tenure working on integrated agency teams for iconic brands, including Victorinox Swiss Army, Eddie Bauer, Olympus Camera, Houghton Mifflin, Stride Rite, and TripAdvisor. His first and favorite agency assignment was leading national publicity for Dunkin' Donuts and their ubiquitous pitchman "Fred the Baker" – the "Time to make the donuts" guy.

