



Jose Miguel Sokoloff

Global Creative Council President, MullenLowe Global

Jose Miguel finds his creative sweet spot at the intersection of art, culture and running. As a leader, he isn't afraid to experiment with ideas and narratives that go beyond the boundaries of conventional advertising and communication. Predictability is not his jam.

Originally from Colombia, he has travelled the world observing and absorbing creative culture while mentoring talent from across the globe. His unprecedented work for the Colombian Ministry of Defense helped end decades of violent conflict and set a standard for doing creativity for good before it was a trend.

In addition to bringing peace to the region, the work was featured on NPR's This American Life, WIRED and CBS News' 60 Minutes, which garnered a 2017 EMMY nomination for "Outstanding Feature Story in a News Magazine".

Jose Miguel's brilliant mind and super dry sense of humour make him a beloved leader of the MullenLowe Creative Council and someone you always want to save a seat at the table for.

Some of his many recognitions include TED Global speaker, D&AD Black Pencil of Decade and CannesLions Jury President. Under his leadership, MullenLowe Global was named a Cannes Top 10 Network, Ad Age Agency A-List, Top 10 'Top Agency Networks for Creativity' and 'Top Agency Networks for Effectiveness' in the WARC Creative 100 as recently as 2022.

