

**Zak Mroueh**  
**Chief Creative Officer and Founder of Zulu Alpha Kilo**

**Biography**

Zak has been in the marketing industry and has proven to be a creative leader and force for change for over 35 years. Starting in the mailroom at Saatchi & Saatchi, Zak worked his way up to becoming creative director at TAXI, overseeing work for iconic brands such as BMW MINI, Canadian Tire and Nike. Zak then proceeded to found Zulu Alpha Kilo (ZAK), building it into one of the world's top independent shops, with offices in Toronto, New York and Vancouver, and leading it to be recognized as Agency of the Year by major international trades such as Campaign, The Drum and Ad Age.

Zak's marketing leadership is highlighted by three overarching themes that have made a positive impact on the industry:

1. Challenging industry norms
2. Pushing the boundaries of creativity and innovation
3. Championing diversity and inclusion

**Professional Accomplishments**

Zak is a true Canadian creative leader, mentor, and builder of talent. Since his career started in the 1980s, Zak has been a champion of Canadian creativity and local talent. A few of his recent accomplishments include:

- Accumulated a total of 92 CMA Awards, including Best of Show and Top Cause
- Being named Independent Agency of the Year by Epica (as judged by the world's top trade journalists); ranked # 1 agency in the world at the New York Festival's AME Awards; named Best of Show at the Media Innovation Awards; won the coveted Fusion Pencil for DEI at The One Show and six Cannes Lions
- On top of the creative accolades, ZAK was named one of Canada's Best Managed Companies for the fifth year running, elevating it to Gold status

**Additional Details**

During his 9 years at TAXI and 15 years since founding ZAK, Zak has proudly recruited and mentored young creative talent who have gone on to run many of Canada's top agencies. Additionally, Zak launched an "employeeeship" program that pays students for interviews and then awards full-time jobs to graduating students. Zak also recently launched the 20Doors Scholarship fund which provides scholarships to four BIPOC candidates each year, over the next five years, to complete a year-long post-graduate program in copywriting or art direction.