

**Winston Binch****Partner Managing Director of Interactive, Crispin Porter + Bogusky, USA**

Winston Binch is a Partner at Crispin Porter + Bogusky, in Boulder, Colorado, where he's responsible for the leadership of interactive production, strategy, and business development. He oversees interactive for clients such as American Express, Domino's, Microsoft, Coke Zero, Burger King, Best Buy, Jose Cuervo, and Vail Resorts.

Before joining CP+B, he worked at R/GA and Sony Music in New York City, and played guitar in a math rock band, Stereobate.

He enjoys spending time with his wife and two children, making and listening to music, as well as rapid descents on alpine skis and mountain bikes.

Winston also serves on the Board of Directors of Boulder Digital Works at the University of Colorado, a new digital education initiative in Boulder, CO, focused on developing today and tomorrow's integrated digital thinkers, leaders, and entrepreneurs.

**Crispin Porter + Bogusky**

Crispin Porter + Bogusky (CP+B), a member of the MDC Partners network, has a client list that includes Burger King, Microsoft, Domino's Pizza, Kraft, Coke Zero, Old Navy, Gap, and Best Buy. CP+B is based in Boulder, Miami, and Gothenburg, Sweden, with additional offices in London and LA. The agency has \$1.2 billion in billings and is one of the most awarded agencies in the world - with the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in five separate categories. The agency has been named Agency of the Year 13 times in the trade press, as well as twice being named Interactive Agency of the Year at Cannes. In 2010, CP+B was named "Agency of the Decade" by Advertising Age. The agency and its work have been profiled numerous times in publications that include The New York Times, the Wall Street Journal, USA Today, Business Week, Forbes, Fast Company, Time, Newsweek, Campaign, Archive and Shots.

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