Jayne Barr

‘A commercially-minded creative thinker’

In 2004, after 25 years in senior roles in a variety of advertising agencies, Jayne Barr set up her own business, Creative Consulting Ltd., specialising in bringing creative solutions to business problems. She works with private and public-sector clients as well as agencies and consultancies.

In 2010 Jayne joined Shell as a contractor, and has been in charge of the global digital advertising development for the Corporate business ever since. Her major preoccupation these days is finding exciting and innovative ways to maximise the effect of Shell’s advertising message in the digital space.