

ABOUT THE AUTHOR

Billy Sharma has over 20 years of advertising and direct marketing experience working for many advertising agencies as a creative director or managing director in four major cities – Munich, Montreal, New York and Toronto.

Today he runs his own company, **Designers Inc.**, providing copywriting, design and consultancy services to many agencies and direct clients in Canada and the U.S. He has worked on a wide variety of accounts from the arts to not-for-profit.

He has a Bachelor of Science degree from Bombay University and Diplomas in Art, *cum laude*, from the J.J. School of Art (Bombay) and from the Hochschule für Gestaltung (Ulm, Germany), which was once considered to be the most influential design school in the world after the Bauhaus.

He has been a keynote speaker on direct marketing issues for **Canada Post**, the **Canadian Marketing Association (CMA)** and **Direct Marketing** newspaper.

He writes a monthly column called ‘**Direct & Personal**’ for *Direct Marketing*, a monthly on-line newsletter called ‘**Direct Forum**’ and teaches direct marketing at both **Humber** and **Seneca Colleges**.

He has also judged many award shows including CMA’s awards show for several years and has sat on the Board of Directors for non-profit organizations including **Change Canada Foundation** and **The Hinck’s Centre for Children’s Mental Health**. Currently he is a member of the Communications Committee at **Integra Foundation**.

Billy has won over 80 national and international awards including 11 CMA awards, a Gold Andy, the coveted Clio Award, Marketing Magazine’s Gold, the Cannes Festival’s prestigious Golden Lion and numerous Bessie awards.