



Bill Katz
Chairman & Director

Bill Katz brings tremendous advertising industry experience, leadership and insight to Visible World's executive team.

As Chairman and a Director of Visible World, Bill Katz brings tremendous experience and insight to the executive team. Bill's background and professional accomplishments impact Visible World's perspective on both the art and science of advertising.

Previously, as President and Chief Executive Officer of BBDO Advertising in New York, Bill led the agency to new heights, both financial and creative. Under his leadership, BBDO was widely recognized as the preeminent national creative advertising agency by multiple industry organizations, for multiple years.

Bill is a charter inductee in the Advertising Hall of Achievement and is considered an authority on marketing and advertising. Bill has made frequent appearances on national television commenting on his perspective on the state of the business.