

KHAI MENG THAM

March 2, 2022

To: "The One Club Educator's Hall of Fame" Selection Committee

I am writing this letter of support on behalf of Ron and Pippa Seichrist, founders of M.AD School of Ideas (formerly known as Miami Ad School).

I have the great honor and privilege to meet Ron and Pippa more than a decade ago when they invited me to give a talk to the students at the Miami Ad School in New York. They both took to the stage after me. I was at once struck by their deep passion to inspire and impart their knowledge to everyone in the room. It was palpable. Shortly after, in my role as the worldwide chief creative officer of Ogilvy & Mather, I had the opportunity to work closely with them to help develop part of the school's curriculum. I witnessed firsthand the way they interacted with the students. They were immensely dedicated to their students and treated them as if they were an extension of their own family. This has been consistent for as long as I have known Ron and Pippa. They really care. That is why it comes as no surprise they have used their own funds to help finance part of the school's upkeep.

Through the school's many new and innovative programs, they have built an operating system and teaching curriculum that not only train the best and brightest young minds, but also challenge the next generation of creative leaders to stretch their talent further. I have worked with many of the school's past graduates, and some of them have risen to become industry leaders doing luminary work. You'd also find that each and every one of them have nothing but great things to say about Pippa, Ron, and the school. I'm proud to say that M.AD School of Ideas has 13 locations now spread across the globe. I have visited 5 of them and I've been awe struck by the immense opportunities the schools offer. The level of enthusiasm, diversity and quality of the teachers and students at the locations is highly impressive. This is a testament to Pippa and Ron's broad universal view of education—to bring creativity and creative education to many.

To this end, when Barry Wacksman asked if I would like to support Ron and Pippa's selection to The One Club Educator's Hall of Fame, I had no hesitation whatsoever.

I strongly and empathetically support Ron and Pippa's selection to the esteemed The One Club Educator's Hall of Fame. They both highly deserve this great honor.

Thank you for your consideration.

Yours ever,



Khai Meng Tham

Former co-chairman & worldwide chief creative officer, Ogilvy & Mather