**The Art of Account Management**

Agency account management is the glue that keeps the whole industry together, connecting client, creative, production and strategy. At its best, it’s a function that brings the best out of passionate, opinionated teams, ensuring that clients get what they need. It’s also a role that requires diplomacy, and an acute understanding of when and how to bring competing interests together (and when, judiciously to keep them apart).

In this series we want to tease out the subtleties and art of account management.

Please supply a photo of yourself and links to work/case studies mentioned in the piece.

* How did you first get involved in account management and what appealed to you about it?
* What is it about your personality, skills and experience that has made account management such a great fit?
* What piece of advice would you give to someone just starting their career in account management?
* Thinking back to some of your most challenging experiences you’ve had in your career, what do you think tends to lie at the heart of the more tense or difficult client-agency relationships?
* And what are the keys to building a productive and healthy relationship?
* What’s your view on disagreement and emotion - is there a place for it and if not, why not? If so, why - and what does productive disagreement look like?
* Historically, account management has been characterised as the mediator in an adversarial client and creative relationship - what do you make of that characterisation, is there any nugget of truth in that or is it wildly inaccurate?
* These days, agencies do so much beyond traditional campaigns and as account management you’re pulling together creative, experience, data, e-commerce, social and more - and that complexity can often be mirrored on the client stakeholder side too? What’s the key to navigating (and helping the client navigate) that complexity?
* What recent projects are you proudest of and why? What was challenging about these projects from an account management perspective and how did you address those challenges? What was so satisfying about working on these projects?