

June 18, 2026

## **Global CEO Takeshi Sano Takes the Stage at Cannes Lions 2026 - Dentsu to Participate in a Total of 11 Official Sessions in Palais -**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano, hereinafter Dentsu Group Inc. and its group companies are collectively referred to as "dentsu") has long been actively engaged in the Cannes Lions International Festival of Creativity, the world's largest creativity festival. Dentsu's participation has included winning creative awards, appearances in sessions, and operating a dedicated Beach House to foster networking and engagement.

Dentsu has been presenting sessions at the Cannes Lions since 2010, and at Cannes Lions 2026, scheduled to take place from Monday, June 22 to Friday, June 26, 2026, speakers from across dentsu will participate in a total of 11 sessions.

The session scheduled for Tuesday, June 23 at 15:30 (local time), themed "A New Era of Innovating to Impact," will feature Takeshi Sano, Representative Executive Officer, President & Global CEO, dentsu, alongside Julia Boorstin, Senior Media & Tech Correspondent at CNBC.

The session grounds the future of innovation firmly in the founding ethos of the company and will explore what it means to be truly client-centric, how innovation must translate into real impact, and the beliefs shaping dentsu. Through personal insight, case studies and visual storytelling, the session offers perspective on how collaboration, agility and culture can unlock meaningful outcomes for clients, today and tomorrow.



On Monday, June 22 at 16:30 (local time), Jiro Murayama, Creative Producer at 'zero', the creative collective, Dentsu Inc., the core company within dentsu, will speak in a session titled "Japan's Creative Code: Storytelling That Endures."

Together with Naoki Hamaguchi of Square Enix Co., Ltd., the company behind one of gaming's most influential and beloved franchises, FINAL FANTASY, and Rihito Shimazu from Japan's leading public broadcaster, NHK, the session explores a uniquely Japanese approach to storytelling asking how these cultural icons continue to innovate, bringing emotional storytelling to life across evolving media and creating work that resonates deeply with audiences over time.



Earlier that day, on Monday, June 22 at 13:15 PM (local time), Pats McDonald, Global Chief Strategy Officer of Dentsu Creative, dentsu’s creative agency brand for its international business, will also take part in a session.

The session, themed “Future Gazers: The Trends Defining the Next 18 Months”, will tackle the key trends and themes shaping the immediate future. Attendees will gain valuable insights into the trends and movements that are on the horizon and Pats will share new global data on attitudes to Agentic AI and human agency. Further discussion between the future gazers will unpick the world of tomorrow.



For information on the other sessions our employees will participate in, please see below.

Date and Time (local time)	Theme	Speakers and Moderators
<p>Wednesday 24 June, 13:15</p>	<p>Inside the Jury Room: Entertainment Lions for Sport</p>	<p>11 Ounces Chief Creative Officer and Managing Partner Shannon Washington</p> <p>DAVID New York Chief Creative Officer André Toledo</p> <p><b>Dentsu Sports International Inc.</b> <b>SVP, Business Development</b> <b>Melody Li</b></p> <p>Moderator: LIONS Global Director of Awards Marian Brannelly</p>
<p>Wednesday 24 June, 15:00</p>	<p>Japanese Whisky Tasting Experience</p>	<p>Supported by dentsu</p>

<p>Wednesday 24 June, 15:30</p>	<p>Inside the Jury Room: Digital Craft Lion</p>	<p>McCann Global Chief Creative Officer Andrés Ordóñez</p> <p>Snap Inc. Head of Creative Strategy DACH Hannah Johnson</p> <p><b>Dentsu Creative Chief Creative Officer and Chief Innovation Officer Gurbaksh Singh</b></p> <p>Moderator: LIONS Head of Awards Growth Josie Mason</p>
<p>Thursday 25 June, 15:00</p>	<p>Japanese Whisky Tasting Experience</p>	<p>Supported by dentsu</p>
<p>Friday 26 June, 11:30</p>	<p>Inside the Jury Room: Creative Effectiveness Lions</p>	<p>BETC and Havas Creative Network CEO of BETC and Havas Creative Middle East, President of Havas Creative Network Bertille Toledano</p> <p>Telstra Australia Former CMO Brent Smart</p> <p><b>Dentsu Inc. Executive Creative Director Ayu Sasaki</b></p> <p>Moderator: LIONS Head of Awards Growth Josie Mason</p>
<p>Friday 26 June, 13:30</p>	<p>Inside the Jury Room: Innovation Lions</p>	<p><b>Dentsu Inc. Executive Creative Director Kazuhiro Shimura</b></p> <p>Beyond Limits Global Founder and CEO Juliet Ehimuan</p> <p>PlusCo Venture Studio Founding President Sabaa Quao</p>

		Moderator: LIONS Global Director of Awards Marian Brannelly
Friday 26 June, 17:00	Inside the Jury Room: Brand Experience & Activation Lions	VML Deputy Global Chief Creative Officer Rafael Pitanguy  Safaricom   M-PESA Chief Marketing Officer Zizwe Vundla  <b>Dentsu Creative</b> <b>Chief Creative &amp; Experience Officer</b> <b>Defri Dwipaputra</b>  Moderator: Contagious Trends Editor Katrina Stirton Dodd
Thursday 25 June, 11:10	NEW VOICES: Spotlighting the Next Generation of Creative Leaders	<b>Dentsu Creative Indonesia</b> <b>Jr. Art Director</b> <b>Sanrego Rowa</b>

\* Please see the latest session information from official Cannes Lions 2026 program:  
<https://www.canneslions.com/festival/programme>

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