



## **Personal History**

John was born in London on 12<sup>th</sup> August 1957, a date traditionally known in the U.K. as “The Glorious Twelfth” because of its connections with the opening of the grouse-shooting season.

At the age of 19, he decided it was time for change and following his successful application he was detached from the UK’s sprawling capital to the relatively tiny village of Eersel in the pastoral ‘Kempen’ region of the Netherlands.

The Dutch way of life appealed to him greatly and his work in the field of advertising led to successive jobs in Breda and Eindhoven, initially as account executive and then as manager of Ten Advertising in Eindhoven.

At the age of 40 he was diagnosed with what was to prove a fatal illness...an inoperable brain tumour. But it would be a long road before he would finally succumb to his illness. It was an emotionally draining period that was punctuated by numerous visits to clinics for scans and consultations with specialists.

During the stressful six years that followed his diagnosis, he continued his daily work at Max Advertising in Eindhoven as if his health problem was just a minor problem in an otherwise busy family life.

Finally, on 23<sup>rd</sup> March 2004, he died at home in the presence of his loving wife and children, who along with friends and associates will always remember him for his humour, spontaneity, impulsiveness, open mindedness, live-and-let-live mentality, and great love of life.