

BINE BACH



Bine Bach was born and raised in Denmark by a single mom and two younger twin siblings. She had the leadership skills of a small, underpaid camp counselor by age 12.

At 19, she moved to London, convinced she was done with school—only to discover that maybe education wasn’t the enemy she thought it was. After some years of self-reflection and minimum wage, she moved back to Denmark to enroll in film school.

Diploma in hand, she headed to New York, ready to become a director. She soon found out this wasn’t the easiest thing to do with no network and a fast declining bank account. She then went to work as a creative at Wieden+Kennedy NY—a job she enjoyed, though it lacked the hands-on chaos of directing.

Eventually, she went back to directing, got signed, and has since made spots for Old Spice, BBC, Starburst, DoorDash, UberEats, Klarna, and others you’ve probably skipped during YouTube ads.

Bine loves directing and hates driving. A combination that’s inconvenient, but not entirely surprising.

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