Accenture’s Newest CCO Says the Consultancy Will Be ‘as Creative as Other Agencies’

Accenture Interactive, the digital wing of the larger international consulting group, looks to expand its presence in the Nordic region by hiring a new chief creative officer. According to the attendant statement, Accenture aims to more actively seek out new business in Sweden, Norway, Denmark and Finland. Adam Kerj joins the company after serving as… https://www.adweek.com/agencies/accentures-newest-cco-says-the-consultancy-will-be-as-creative-as-other-agencies/