Code and Theory Hires Harsh Kapadia to Bring Creative Closer to Business

The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

Stagwell’s Code and Theory has launched a new Enterprise Creative division it hopes can propel its teams further upstream into business-facing strategy, bringing on agency vet Harsh Kapadia to lead.

The new group, still being assembled, will be tasked with deepening partnerships with Code and Theory clients including Adobe and IBM by bridging creativity and business, as well as finding areas to collaborate on joint ventures.

Kapadia pointed to Code and Theory’s recently launched Content Operating System with Adobe as an example. But work could also manifest as an idea that begins on the marketing side and becomes a conversation about revamping supply chains or changing commerce solutions.

Recommended videos
https://www.adweek.com/agencies/code-and-theory-hires-harsh-kapadia-to-bring-creative-closer-to-business/