

EXCLUSIVE: WPP US President to Step Down Amid Strategy Reset

WPP



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WPP U.S. president Michael Houston will step down from his role, according to an internal memo obtained by ADWEEK.

Houston, a 24-year veteran of the holding company, will transition to a new role as senior advisor in what marks a "natural and planned evolution for WPP, as our operating model continues to evolve," WPP CEO Cindy Rose wrote in a note to employees and leadership.

Starting at Young & Rubicam and Landor in the 1990s, Houston spent his career at WPP. He joined Grey in 2007, where he rose

to worldwide CEO over 15 years, leading the agency through a period of growth and recognition.

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