Grey New York Taps 72andSunny's Justine Armour as CCO

|
5 hours ago
Justine Armour is leaving 72andSunny New York to join Grey New York as its chief creative officer.

Armour fills the role previously held by Andreas Dahlqvist before he left Grey New York two years ago to join Nord DDB. In the wake of his departure, Jeff Stamp and Rob Lenois both took on the title of deputy chief creative officer, although the two have since taken on new roles: Lenois recently left to join VaynerMedia as chief creative officer, while Stamp is now chief content officer at Grey New York.

In her new role, Armour will work alongside John Patroulis, who joined Grey two years ago as worldwide chief creative officer. She will be tasked with setting and implementing the agency's creative vision, overseeing creative development, spearheading the recruitment of talent and guiding new business creative efforts.

At 72andSunny New York, Armour served as executive creative director, where she led the agency's creative department and oversaw work for clients including General Mills, Diageo, Trojan and Halo Top. Under her leadership at 72andSunny New York, the agency created Halo Top's darkly humorous "Ice Cream For Adults" campaign, as well as Smirnoff's global "Infamous Since 1864" film.

"Justine's fearless creative leaps and brave leadership style

helped set up 72andSunny New York with a ton of momentum going into 2020. We wish her nothing but the best in her new role and are excited to see how she'll continue to push the industry forward," 72andSunny said in a statement.

Earlier in her career, Armour held creative roles at Wieden + Kennedy, Saatchi & Saatchi Sydney and Clemenger BBDO, working with brands including Chrysler, Dodge, Old Spice, Secret, Visa and Mitsubishi.

"Justine brings a deeply impressive creative pedigree, a reputation for work that's famous in the world as well as in the industry, and a thoroughly modern approach to leadership," Patroulis said in a statement. "Not every great creative becomes a great creative leader—Justine has proven again and again, on big brands and at great agencies, that she's both."

https://www.adweek.com/agencies/grey-new-york-taps-72andsunny-justine-armour-chief-creative-officer/