How Brian Whipple Turned Accenture Into the World’s Largest Digital Agency

(Disclosure: Accenture Interactive is an underwriter of Adweek’s Digital Transformation Playbook. This feature is independent of that relationship.) Brian Whipple, the longtime CEO of Accenture Interactive, loves fishing; casting his lure into deep waters of the Atlantic. And from his Boston office, where since 2010 he’s run the world’s largest digital agency—to the tune of… https://www.adweek.com/digital/how-brian-whipple-turned-accenture-into-worlds-largest-digital-agency/