MullenLowe Taps Chris Denson as Director of Innovation

Chris Denson’s career has flowed through several streams of the marketing ecosystem. And it can be a challenge to assign an overly specific title to his prodigious experience: He’s lived in advertising, entertainment, technology, content creation and leadership. Seeing an opportunity to leverage so many tools, MullenLowe has tapped Denson as the agency’s innovation director…. https://www.adweek.com/agencies/mullenlowe-chris-denson-director-of-innovation/