Sid Lee Hires First Chief Creative Officer for the US

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Global creative agency Sid Lee has hired Cam Levin to serve in the new role of U.S. chief creative officer.

Levin will oversee the agency's New York, Seattle and Los Angeles offices. He previously served as chief creative officer at Digital Kitchen, a self-described creative experience company that is part of Kyu, a 5-year-old collective owned by Japan's Hakuhodo DY Holdings.

Kyu acquired Sid Lee in 2015; the agency also has offices in Montreal, Toronto and Paris. Recently, Kyu brought several of its companies under the Sid Lee umbrella, including Digital Kitchen, design firm Hornall Anderson, branding agency RedPeak and experience marketing company Infrared.

According to the agency, Levin's promotion will be "instrumental in bringing together the collective creative talents" of the firms under the Sid Lee umbrella. His appointment comes months after Sid Lee hired Andy Bateman to serve as CEO of the agency's U.S. operations. Bateman previously served as national lead partner for innovation strategy at Monitor Deloitte Australia.

"What I like most about Cam is that he's a maker with creative dexterity," Bateman said in a statement. "He's a compassionate, understated and thoughtful leader with a real touch for the craft of our work."

Before joining Digital Kitchen, Levin served as a consultant

at Fuse Media, which filed for bankruptcy in April. He’s held creative positions at companies including Vice Media, Sky and Viacom throughout his career.

https://www.adweek.com/agencies/sid-lee-first-us-chief-creative/