

# Spotify Hires Agency Vet Jeremy Wirth as Global Head of Creative

Spotify has hired agency vet Jeremy Wirth as its global head of creative.

Wirth is based in Los Angeles and joins from Anomaly, where he served as executive creative director since 2021. While there, he worked on campaigns for brands like Visa, Starbucks, Hoka, Tiffany & Co., and more.

His resume also includes tenures at agencies like TBWA\Media Arts Lab, 72andSunny, and AKQA.

In a LinkedIn post on Thursday, Wirth detailed his passion for music, from buying his first cassette as a kid to crate-digging for records as an adult.

“Music has always been more than just a passion. And Spotify? It’s [a] platform that changed everything,” he wrote. “It gave people instant access to every genre, every era, every hidden gem.”

“To now be a part of this company, leading creative on a global scale, is something that honestly feels surreal,” Wirth concluded. “There is so much potential to tell powerful stories, spotlight diverse voices, and push creative boundaries.”

Spotify did not reply to a request for comment in time for publication.

Wirth's hire comes on the heels of the streamer's new global campaign, which plays into fanbase culture for artists, big and small. Created by Spotify's in-house team, the vibrant ads debuted last week and pay homage to musicians like Chappell Roan, Doechii, Olivia Rodrigo, and Oasis.

"It is quite artistic, and we haven't gone down this route for a minute," Marc Hazan, vice president of marketing and partnerships at Spotify, told ADWEEK earlier this month. "[The ads] wouldn't look out of place in an art exhibition, venue, or the walls of a fan's bedroom."

Earlier this month, Spotify announced that it will roll out Spotify Ad Exchange (SAX), its first programmatic ad suite, allowing marketers access to its audience targeting capabilities across its premium ad formats like audio, video, and display.

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