WPP’s Wunderman Thompson Names Former Possible Executive as First North American CEO

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Jane Maas and the Lasting, Honest Impact She Left On Advertising

Tributes continue to pour in for Jane Maas, the advertising executive who came of age in the go-go ’60s and became an industry powerhouse. Often dubbed as “the real Peggy Olson” in reference to the Mad Men character played by Elisabeth Moss in the popular series, the 86-year-old died last week in South Carolina, where… https://www.adweek.com/agencies/jane-maas-and-the-lasting-honest-impact-she-left-on-advertising/

Fired McCann Health Global CCO Sues Former Employer for Defamation and Wrongful Termination

Jeremy Perrott, McCann Health's global CCO who was fired for unspecified behavioral violations in July, is suing McCann Worldgroup and the larger IPG network for "defamation, tortious interference with contract, common law conspiracy and gross negligence." Perrott is seeking $25.4 million in damages. According to court papers filed in Virginia in late October, Perrott said… https://www.adweek.com/agencies/fired-mccann-health-global-cco-sues-former-employer-for-defamation-and-wrongful-termination/

ESPN, R/GA and 72andSunny Veterans Launch Sports-Focused Shop The Rec League

Los Angeles-based creative and production agency The Rec League officially launched this week, with a stated mission to "positively affect and help push the culture of sport forward." The agency's approach encompasses connecting brands to sports culture and lifestyle, providing services from creative inception to production under one roof. The Rec League's founders include former… https://www.adweek.com/agencies/espn-r-ga-and-72andsunny-veterans-launch-sports-focused-shop-the-rec-league/

Grey Chief Creative Officer John Patroulis Makes First Round of Executive Hires in New York

Eighteen months after leaving BBH New York to take on the global chief creative officer job at Grey, John Patroulis announced his first round of executive-level hires today. Executive creative directors Jeff Anderson, Qian Qian, Tristan Kincaid and Hannah Fishman joined the WPP shop in its flagship New York office, with more announcements expected in… https://www.adweek.com/agencies/grey-chief-creative-officer-john-patroulis-makes-first-round-of-executive-hires-in-new-york/

Havas Parts With Co-Chairman and Chief Creative Officer Jason Peterson Following Controversies

Havas North America co-chairman and chief creative officer Jason Peterson is leaving the agency “on mutual agreement,” according to an external release. “We thank Jason for his contributions to our creative organization in North America and wish him all the very best in the future,” the statement

continued. A very slightly different version of the… https://www.adweek.com/agencies/havas-parts-with-co-chairman-and-chief-creative-officer-jason-peterson-following-controversies/

Havas Group Media Hires Chief Data and Innovation Officer From Dentsu Aegis Network

Havas Group Media has hired Bret Leece in the newly created global role of chief data and innovation officer. Leece will be responsible for data sourcing, overall data governance, audience planning and commercialization and work closely with Havas' strategy, research and analytics teams. "More than ever, clients want engaging, meaningful content to communicate with their… https://www.adweek.com/agencies/havas-group-media-hires-chief-data-and-innovation-officer-from-dentsu-aegis-network/

Former Airbnb CMO Jonathan Mildenhall Officially Launches His Consultancy,

TwentyFirstCenturyBrand

Just over a year after announcing his departure from one of the Bay Area’s most prominent unicorns, Jonathan Mildenhall has officially thrown his hat back in the marketing ring. Today, the former Airbnb chief marketing officer announced the launch of TwentyFirstCenturyBrand, a brand and marketing consultancy that looks to stand out in a business landscape… https://www.adweek.com/agencies/former-airbnb-cmo-jonathan-mildenhall-officially-launches-his-consultancy-twentyfirstcenturybrand/

God-is Rivera Joins Twitter as Global Director of Culture and Community

Twitter has hired God-is Rivera from VMLY&R in the newly-created role of global director of culture and community, effective Nov. 12. “As a black woman who has worked in industries in which I have been underrepresented, I feel a great responsibility to amplify and support diverse communities, and they exist in full force on Twitter,”… https://www.adweek.com/brand-marketing/god-is-rivera-joins-twitter-as-global-director-of-culture-and-community/

BBH Restructures Leadership in New York Office

BBH is restructuring leadership in its New York office. Brett Edgar was promoted to the role of managing director, while BBH New York CEO Anthony Romano is leaving the agency for an unspecified opportunity. “As a creative-first agency, we have decided the best path for BBH New York moving forward is to implement a structure… https://www.adweek.com/agencies/bbh-restructures-leadership-in-new-york-office/