R/GA Names New Generation of Leadership as Founder Bob Greenberg Exits CEO Role After 40 Years

For the first time in more than four decades, R/GA will soon deliver its trademark “transformation at speed” to clients worldwide without ad legend Bob Greenberg at the helm. The IPG agency announced in an all-staff meeting today that its founder, executive chairman and CEO will officially relinquish the latter title on Jan. 2. Sean… https://www.adweek.com/agencies/r-ga-names-new-generation-of-leadership-as-founder-bob-greenberg-exits-ceo-role-after-40-years/

Former Accenture Executive Returns to the Agency World as MediaCom Chief Client Officer

It’s an all-too-common headline in the ad trade press: agency executive seeking greener pastures leaves for job at top consultancy. Today, however, MediaCom USA has flipped that familiar script by convincing an Accenture veteran to return to the agency world. Bhavana Smith joins WPP’s largest media network as chief client officer, effective immediately; she had…

https://www.adweek.com/agencies/former-accenture-executive-returns-to-the-agency-world-as-mediacom-chief-client-officer/

MDC Partners' DonerLA Names Its First President

DonerLA, part of the MDC Partners network, announced today that it has hired Lauren Prince to serve as its first president. Moving forward, she will co-lead the 40-strong Los Angeles office along with chief creative officer Jason Gaboriau, who was promoted to that position last January. DonerLA has been seeking to fill a major leadership… https://www.adweek.com/agencies/mdc-partners-donerla-names-its-first-president/

This Refinery29 Co-founder Is No Stranger to Leaps of Faith

Making courageous moves amid a lot of uncertainty has colored the life of Christene Barberich, the global editor in chief and co-founder of Refinery29, the lifestyle-focused media company. Take, for example, an essay she wrote in 2015 about her five miscarriages. "It was incredibly terrifying, but also liberating," Barberich recalled. "I wrote it for myself… https://www.adweek.com/creativity/this-refinery29-cofounder-is-no-stranger-to-leaps-of-faith/

Obviously Caters to Its Clients With an Army of Influencers

It’s not obvious why full-service influencer agency Obviously got its name—unless you know a certain inside joke. The shop’s founder and CEO, Mae Karwowski, said that when she was working at lifestyle site Gilt City, co-workers finished off their summary of what other team members were doing with: “And with social, obviously, Mae is doing… https://www.adweek.com/agencies/obviously-caters-to-brands-with-an-army-of-influencers/

Nike Loves Working With the Founder of This Undeniably Edgy Shop

It all started when Nike hired Brill Brill Studio founder Jen Brill (say that 10 times fast) to help conceptualize content for an apparel launch in 2013. “From there, I was able to get to know the 360 nature of the brand, which grew our partnership to new levels,” she explained. The iconic brand that… https://www.adweek.com/agencies/how-this-former-photo-agent-became-a-go-to-creative-director-for-nike/

What’s the Secret Behind Pentagram’s Stellar Work? The Agency Has No CEO or Creative Directors

Pentagram has been around for nearly 50 years, but the structure—set up by an architect, a product designer and three graphic designers in 1972—has allowed for the design firm to continue its growth. Today, Pentagram has 21 partners in four cities. Each partner jointly owns a piece of the firm, and there are no managing… https://www.adweek.com/agencies/whats-the-secret-behind-pentagrams-stellar-work-the-agency-has-no-ceo-or-creative-directors/

AppNexus Co-Founder Steps Down as CEO Following AT&T Acquisition

AppNexus co-founder Brian O’Kelley is stepping down from his role as CEO following its purchase by AT&T as the telco moves to integrate the ad-tech company into its recently rebranded media and advertising unit Xandr. O’Kelley will move to an advisory role within Xandr, according to reports citing sources familiar with the reorganization. This will… https://www.adweek.com/programmatic/appnexus-co-founder-steps-

down-as-ceo-following-att-acquisition/

New WPP CEO Announces First 3 Executive Appointments

Mark Read made his first round of executive appointments since officially taking over as WPP CEO a little over a month ago. A spokesperson for WPP confirmed a series of three reported executive appointments but declined to comment further. Andrew Scott, who previously served as co-chief operational officer along with Read following the resignation of… https://www.adweek.com/agencies/new-wpp-ceo-announces-first-3-executive-appointments/

ESPN Promotes 15-Year Veteran Laura Gentile to Lead Marketing Team

ESPN announced today that it has promoted Laura Gentile to lead its promotional efforts as svp, marketing. The new role comes after 15 years with the organization for Gentile, who joined ESPN in 2003 as director of advertising and marketing. She has moved through a variety of positions including vp, chief of staff and founder… https://www.adweek.com/brand-marketing/espn-promotes-15-year-veteran-laura-gentile-to-lead-marketing-team/