This Designer Rejected a 6-Figure Salary at Apple to Become Partner at Age 25

Turning down a six-figure gig with Apple in the early stages of her career was a gutsy move, but Jessica Walsh—now partner, art director and designer at Sagmeister & Walsh—has no regrets. Her goal was to run a studio, and the decision paid off in the end. “It was always very clear to me that… https://www.adweek.com/creativity/this-designer-became-partner-of-sagmeister-walsh-at-age-25/

Partners in Crime Leans on Freelancers to Shake Up Agency-Client Relationships

Partners in Crime may only have a full-time staff of two, but its reach is wide. Since starting in 2015, the agency has worked with clients like eBay, REI and Sheraton. It handles this heavy load through the help of freelancers—or what Partners in Crime’s founder, industry vet Stephen Goldblatt calls the “independent workforce.” Growing… https://www.adweek.com/agencies/partners-in-crime-leans-on-freelancers-to-shake-up-agency-client-relationships/

22squared Hires Former Volvo Lead as Its New Chief Creative Officer

Atlanta and Tampa-based creative agency 22squared announced today that it has hired Matt O’Rourke as CCO. O’Rourke joins the indie shop from Grey New York, where he served as executive creative director, oversaw global creative for Volvo and led that brand’s acclaimed three-part “non-linear” campaign that included a wedding, a road trip and a space… https://www.adweek.com/agencies/22squared-hires-former-volvo-lead-as-its-new-chief-creative-officer/

Arnold CEO Kiran Smith Names New Chief Strategy and Financial Officers as First Key Hires

Arnold CEO Kiran Smith welcomes chief strategy officer Guy Lambert and chief financial officer Lucia Ferrante as her first key hires since succeeding former chief executive Pam Hamlin in July. “One of the things I wanted to do” coming into the role, Smith told Adweek, is “to make sure … as we continue to grow… https://www.adweek.com/agencies/arnold-ceo-kiran-smith-names-new-chief-strategy-and-financial-officers-as-first-key-hires/

Spotify CMO Seth Farbman Is Leaving the Company

Seth Farbman is saying goodbye to Spotify. The company's CMO, who has been in the position for three and a half years, will be leaving the post at the end of September to "pursue other opportunities." Until then, he will play a role in the transition. The news was announced in a U.S. Securities and… https://www.adweek.com/brand-marketing/spotify-cmo-seth-farbman-is-leaving-the-company/

MDC Partners CEO Scott Kauffman Is Stepping Down After 3 Years

Scott Kauffman is stepping down as chairman and CEO of MDC Partners, roles he has held since 2015. Kauffman previously served as presiding director of the board, beginning in 2006. The board of directors has started a search for a new chairman and chief executive and entered into a succession agreement with Kauffman, who will… https://www.adweek.com/agencies/mdc-partners-ceo-scott-kauffman-is-stepping-down-after-3-years/

Martin Sorrell’s New Business Plan: Cut Creative Agencies Out of the Loop Altogether

After overseeing some of the world’s top creative shops for more than three decades, Martin Sorrell no longer seems to think they play a crucial role in advertising. The prospectus for his new venture, S4 Capital, went live Tuesday. And while the 191-page document includes quite a bit of information about S4’s primary property, MediaMonks,… https://www.adweek.com/agencies/martin-sorrells-new-business-plan-cut-creative-agencies-out-of-the-loop-altogether/

This Academic Turned Ad Exec Uses Behavioral Economics to Find Marketing Solutions

Following a post-grad stint working in marketing for Madison Square Garden in the ’80s, Marsha Lindsay returned to her home state to start a master’s degree at the University of Wisconsin-Madison, where she had a consumer psychology fellowship. There, she found that her research on purchase behavior was a powerful tool when it came to… https://www.adweek.com/agencies/this-academic-turned-ad-exec-uses-behavioral-economics-to-find-marketing-solutions/

We Have Stories Is Creating Hard-Hitting Campaigns That Aim to Change the World

We Have Stories works with clients who “will move the needle on some type of issue going on in the country or on a global basis,” according to founder and CEO Frederick Joseph. With a client roster that includes Wendy Williams’ “Be Here” campaign, the Archdiocese of New York’s “Charity Has No Boundaries” project and… https://www.adweek.com/agencies/we-have-stories-is-creating-hard-hitting-campaigns-that-aim-to-change-the-world/

This Agency’s Small Size Is What Keeps It Nimble and Fast

One of Must Be Something’s biggest assets is its small size. Co-founders Andrew Schafer and Jed Alger say the creative agency’s staff of just seven people lets it be “nimble and responsive.” The team, which is based in Portland, Ore., is surrounded by a creative freelance community, ready to pitch in for short-term projects and… https://www.adweek.com/agencies/this-agencys-small-size-is-what-keeps-it-nimble-and-fast/