The Creative Circus, One of Advertising’s Iconic Portfolio Schools, Will Close in 2023

Atlanta’s Creative Circus, one of the ad industry’s best-known portfolio schools, announced on LinkedIn today that it would cease offering classes in 2023.

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https://www.adweek.com/agencies/the-creative-circus-one-of-advertisings-iconic-portfolio-schools-will-close-in-2023/

Black Women Influencers Were Being Left Out, so This Marketer Built an Agency for Them

LaToya Shambo was used to being the only Black woman in rooms that advocated for the same faces in marketing campaigns—the typical white, thin determinants of beauty and success. But it wasn’t until 2011, when she was hit by a vehicle while

crossing the street and holding her newborn, that she decided to do something about it.

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https://www.adweek.com/agencies/latoya-shambo-black-girl-digital-women-influencers/

Fat CEO Salaries Tick People Off. So Why Isn’t Executive Pay a Marketing Liability?

Those of us old enough to remember the financial meltdown of 2008 might also recall the final, disgraceful chapter of it. It wasn’t just that 9 million people lost their jobs; it was that the financial institutions that had traded all those securities based on subprime mortgages—and then been bailed out by the federal government—proceeded to dole out $20 billion in bonuses to their senior executives.

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https://www.adweek.com/brand-marketing/fat-ceo-salaries-tick-people-off-marketing-liability/

Jessica Williams Went From Credit Cards to Cryptocurrency at Coinbase

It’s not every day you’re part of the team that created the most memorable ad in the latest Super Bowl—and it’s rarer still to do so as part of a brand that’s leading the charge into a new technology revolution.

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Fernando Fascioli Named McCann Worldgroup’s Europe President

McCann Worldgroup has named Fernando Fascioli as its new president for Europe and the U.K., succeeding Mark Lund who is set to retire.

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https://www.adweek.com/agencies/fernando-fascioli-named-mccann-worldgroups-europe-president/

Twitter Names 3 New Department Heads in Its Consumer Division

Twitter general manager of consumer Kayvon Beykpour revealed three promotions in his department, internally known as Bluebird, via tweet.

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Starcom Continues Long History of Being Female-Led With 5 New Execs

Publicis media agency Starcom is riding a new business high, raking in big accounts like McDonald’s. Along with its expansion, Starcom is changing how it goes to market, investing in digital transformation, DEI initiatives, training and development in an effort to streamline its products. To

lead this transformation, the agency elevated five new leaders to Starcom’s U.S. leadership team.

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https://www.adweek.com/agencies/starcom-continues-long-history-of-being-female-led-with-5-new-execs/

Visa Names Former BuzzFeed, BlackRock Marketing Lead Frank Cooper III Global CMO

Following Visa’s November 2021 news that Lynne Biggar was preparing to step down as global CMO after six years, the financial services brand is handing the marketing reins to Frank Cooper III.

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https://www.adweek.com/brand-marketing/visa-buzzfeed-blackrock-marketing-lead-frank-cooper-iii-global-cmo/

Comscore CEO Bill Livek Is

Retiring

The tumultuous measurement space is getting upended yet again: Comscore CEO and executive vice chairman Bill Livek plans to retire after over four decades in media measurement.

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https://www.adweek.com/convergent-tv/comscore-ceo-bill-livek-retiring/

Uber Marketing Leadership Has a Shake-Up as CMO Thomas Ranese Exits

Uber’s chief marketing officer Thomas Ranese has left his role after nearly three years with David Mogensen taking over as vp of marketing, reporting to Jill Hazelbaker.

Recommended articles
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