As Russia Invades, Agency Networks Look for Ways to Support Ukrainian Teams and Partners

As Russian troops moved into Ukraine in the early hours of this morning, international advertising businesses such as WPP, Dentsu and Publicis sounded concerns for their employees and professional partners based within the country.

Recommended articles
https://www.adweek.com/agencies/as-russia-invades-agency-networks-look-for-ways-to-support-ukrainian-teams-and-partners/

Media.Monks Names James Nicholas Kinney Global Chief Diversity Officer

Media.Monks has appointed James Nicholas Kinney its global chief diversity officer as the digital marketing agency seeks to bring a more inclusive focus to what’s been a period of rapid staffing additions.

Recommended articles
https://www.adweek.com/agencies/media-monks-names-james-nicholas-kinney-global-chief-diversity-officer/

22Squared Makes Erica Hoholick First Female CEO in Its 100-Year History

22Squared wants to prove that “empathetic marketing” doesn’t have to be an oxymoron. The independent agency, which champions social justice initiatives and advises clients on purpose-driven campaigns, is now led by a woman for the first time in its 100-year history.

Recommended articles
https://www.adweek.com/agencies/22squared-makes-erica-hoholick-first-female-ceo-in-its-100-year-history/

This Esports Agent Credits Video Games—Not Coaching—for

His Career

Greg Via broke into sports marketing by helping Michael Jordan sell Gatorade. He pulled Derek Jeter, Roger Federer, Tiger Woods and Thierry Henry together to pitch Gillette razors. But one big name explains his switch from traditional sports superstars to esports personalities: Duke Nukem.

Recommended articles
https://www.adweek.com/creativity/this-esports-agent-credits-video-games-not-coaching-for-his-career/

Why Martin Agency’s CEO Is Calling Out Coinbase Over Its QR Code Super Bowl Ad

No Super Bowl ad generated more conversation and consternation this year than Coinbase’s minimalist spot showing a QR code drifting about the screen for almost a full minute.

Recommended articles
https://www.adweek.com/agencies/why-martin-agencys-ceo-is-calling-out-coinbase-over-its-qr-code-super-bowl-ad/

Profiles in Black Creativity: Lauren Thomas Wants to Celebrate Lives, Not Just Memories

Celebrating Black lives should be part of daily life experiences in America, not something reserved for moments of tragedy.

Recommended articles
https://www.adweek.com/brand-marketing/profiles-in-black-creativity-lauren-thomas-wants-to-celebrate-lives-not-just-memories/

Profiles in Black Creativity: Joel Arzu Thrives at the Intersection of Data and Emotion

Ogilvy associate creative director Joel Arzu knows we live in an era largely defined by data, but he also has a firm belief that numbers don’t have to dictate the work brands create.

Recommended articles
https://www.adweek.com/brand-marketing/profiles-in-black-creativity-joel-arzu-thrives-at-the-intersection-of-data-and-emotion/

Greg James to Lead Havas Media Group’s Global Transformation Initiatives

Havas Media Group (HMG) has promoted Greg James to global chief transformation officer. He will begin the new role immediately.

Recommended articles
https://www.adweek.com/agencies/greg-james-to-lead-havas-media-groups-global-transformation-initiatives/

Pinterest CRO Jon Kaplan

Joins Cryptocurrency Platform FalconX

Pinterest chief revenue officer Jon Kaplan is boarding the crypto train, joining digital assets and cryptocurrency platform FalconX as head of revenue.

Recommended articles
https://www.adweek.com/social-marketing/pinterest-cro-jon-kaplan-joins-cryptocurrency-platform-falconx/

Resh Sidhu Named Global Director of Snap’s Arcadia AR Creative Studio

Resh Sidhu joined Snap Inc. as global director of Arcadia, the augmented reality creative studio that debuted last October.

Recommended articles
https://www.adweek.com/media/resh-sidhu-named-global-director-of-snaps-arcadia-ar-creative-studio/