Profiles in Black Creativity: Macaihah Broussard Works Hard to Make You Feel Seen

As the art director for Wieden+Kennedy, Macaihah Broussard is already making waves during his five-years-and-counting in the advertising world. When Broussard worked on the promotion for the 2021 AdColor Conference, his goal was clear: to create a bold, interactive campaign that would inspire creatives to take action.

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https://www.adweek.com/creativity/profiles-in-black-creativity-macaihah-broussard/

How One of the World's Fastest Growing Ad Agencies Nurtures Talent

With the Great Resignation wreaking havoc on the ad industry world, most agencies are struggling to maintain the level of staffing needed to properly service their clients (and keep them happy). For agencies that are rapidly growing, like California-based digital marketing agency Wpromote, obtaining

and retaining talent is critical to the agency’s continued success.

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https://www.adweek.com/agencies/how-one-of-the-worlds-fastest-growing-ad-agencies-nurtures-talent/

DraftKings Promotes Stephanie Sherman to CMO Ahead of Super Bowl

As it revs up for Super Bowl 56, DraftKings is promoting Stephanie Sherman to the role of chief marketing officer.

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https://www.adweek.com/brand-marketing/draftkings-promotes-stephanie-sherman-cmo-super-bowl/

Twitter Shakes Up Its Security Ranks as Peiter Zatko, Rinki Sethi Are Out

Twitter CEO Parag Agrawal continued to shake up the executive ranks, this time focusing on the company’s security team.

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https://www.adweek.com/media/twitter-shakes-up-its-security-ranks-as-peiter-zatko-rinki-sethi-are-out/

Why You Can No Longer Take 3 Months to Make Hiring Decisions

Top candidates are being snapped up at frenzied rates and businesses are realizing they must act faster to secure great talent. The best recruiting teams, once burned by slow decision-making, have squeezed hiring timelines to as short as 6-business days.

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https://www.adweek.com/agencies/why-you-can-no-longer-take-3-months-to-make-hiring-decisions/

British Women’s Communications Network Bloom Names Latest Leadership Team

Bloom, the professional network created to champion women in communications, has named a new leadership team. Caroline Mastoras, senior account executive for media at Salesforce, takes on the mantle of president while Sophia Durrani, head of strategic planning for the U.K. government account at Manning Gottlieb OMD, becomes vice president.

Recommended articles
https://www.adweek.com/agencies/british-womens-communications-network-bloom-names-latest-leadership-team/

Exclusive: Stagwell Inc. Has Combined MMI and Media Kitchen

Today Stagwell agencies MMI and Media Kitchen combined to form a single agency. The brands are consolidated under the MMI name, and MMI CEO Maggie Malek is leading the combined agency.

Recommended articles

https://www.adweek.com/agencies/exclusive-stagwell-inc-has-combined-mmi-and-media-kitchen/

Report: Nick Tran Suddenly Departs TikTok

Nick Tran abruptly stepped down as global head of marketing at TikTok, according to a report by Jessica Toonkel and Sarah Krouse of The Information.

Recommended articles
https://www.adweek.com/media/report-nick-tran-suddenly-departs-tiktok/

Teads Promotes Monique Pintarelli to Chief Revenue Officer to Lead US Operations

Media platform Teads has promoted Monique Pintarelli to lead its U.S. operations as chief revenue officer to take over from CEO, North America / Global President Jim Daily who has

departed the business after more than eight years there, while its U.K. deputy managing director Ryan Cook has also left to join Criteo.

Recommended articles
https://www.adweek.com/programmatic/teads-promotes-monique-pintarelli-to-chief-revenue-officer-to-lead-us-operations/

How Arnold Worldwide Is Remaking Its Reputation Through Strategy

For Arnold Worldwide, the big idea is not dead. It just needs to be translated for the current era. After 75 years in business, Arnold is reimagining itself as a creative agency, but one now driven by strategy.

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