Meta Adds DoorDash CEO Tony Xu to Board of Directors

DoorDash co-founder and CEO Tony Xu was elected as an independent member of Meta’s board of directors.

Recommended articles
https://www.adweek.com/media/meta-adds-doordash-ceo-tony-xu-to-board-of-directors/

Meta VP of Global Communications John Pinette Leaves the Company

Meta vice president of global communications John Pinette left the company last Friday.

Recommended articles
https://www.adweek.com/media/meta-vp-of-global-communications-john-pinette-leaves-the-company/

Grey Group Exec Alex Morrison Is Leaving the Agency to Build Up the Creator Economy

Branded content from creators can sometimes feel like insincere, dreaded interruptions from their regularly scheduled posts—especially when it's obvious that the creator has little attachment to the product or service they are promoting. Alex Morrison, who has been a champion of the creator economy long before it earned this name, is on a mission to help brands connect with the right audiences through more genuine influencer relationships.

Recommended articles
https://www.adweek.com/agencies/grey-group-exec-alex-morrison-is-leaving-the-agency-to-build-up-the-creator-economy/

My Hopeful New Year's Resolution for Agencies

Over the past year and a half, during the tumult of Covid-19 and other upheavals, our industry has stepped up to bolster things that matter. Things like DEI, mental health, new ways of working … and more.

Recommended articles
https://www.adweek.com/agencies/my-hopeful-new-years-resolution-for-agencies/

The Evolution of Corporate Holiday Gift-Giving Can Actually Improve Workplace Culture

This year, we've seen that companies are spending twice as much on their employees this holiday season to show them love. Why's that? Volume hasn't doubled, meaning that companies are simply spending more money per gift for their employees to make an impact.

Recommended articles
https://www.adweek.com/agencies/the-evolution-of-corporate-holiday-gift-giving-can-actually-improve-workplace-culture/

General Mills Promotes Doug

Martin to Chief Brand and Disruptive Growth Officer

Consumer packaged goods giant General Mills has named Doug Martin chief brand and disruptive growth officer.

Recommended articles
https://www.adweek.com/commerce/general-mills-promotes-doug-martin-to-chief-brand-and-disruptive-growth-officer/

ESports Group Evil Geniuses Plots Branding Evolution Under New Global Marketing Head Krystal Hauserman

After being purchased by Chicago-based investment firm Peak6 in 2019—which was followed by a rebrand the same year, and two logo changes—eSports organization Evil Geniuses is continuing to build up its brand reputation.

Recommended articles
https://www.adweek.com/brand-marketing/esports-evil-geniuses-branding-evolution/

DoorDash Promotes VP of Marketing as Brand’s First-Ever CMO

As food delivery services find themselves struggling to differentiate themselves, DoorDash has decided now is the time to name its first-ever chief marketing officer. The company is elevating vp of marketing Kofi Amoo-Gottfried to the newly-created position.

Recommended articles
https://www.adweek.com/brand-marketing/doordash-promotes-vp-of-marketing-as-brands-first-ever-cmo/

Publicis Bosses Enter Classic Hollywood Scenes for Annual Wishes Film

When discussing the use of deep fake technology in advertising, no one could have predicted its use by agency network bosses to invade some of the most famous movie scenes

in history. And yet that is exactly what Publicis chiefs Maurice Lévy and Arthur Sadoun have created for their end of year wishes video to their worldwide workforce.

Recommended articles
https://www.adweek.com/agencies/publicis-bosses-enter-classic-hollywood-scenes-for-annual-wishes-film/

Timeline: Colleen DeCourcy's Career, From Receptionist to Global Agency President

Known as much for her frank perspectives as for her creative accomplishments, Colleen DeCourcy has had a long, eventful and often high-profile career.

Recommended articles
https://www.adweek.com/agencies/timeline-colleen-decourcys-career-from-receptionist-to-global-agency-president/