Wieden+Kennedy President Colleen DeCourcy Will Retire From Advertising



Colleen DeCourcy, the creative trailblazer who has led Wieden+Kennedy through one of its most successful eras, announced today she is stepping down from her role at the agency and will retire from the advertising industry.

Recommended articles
https://www.adweek.com/agencies/wiedenkennedy-president-colleen-decourcy-will-retire-from-advertising/

Meta Promotes Angelika Gifford as New EMEA Chief,

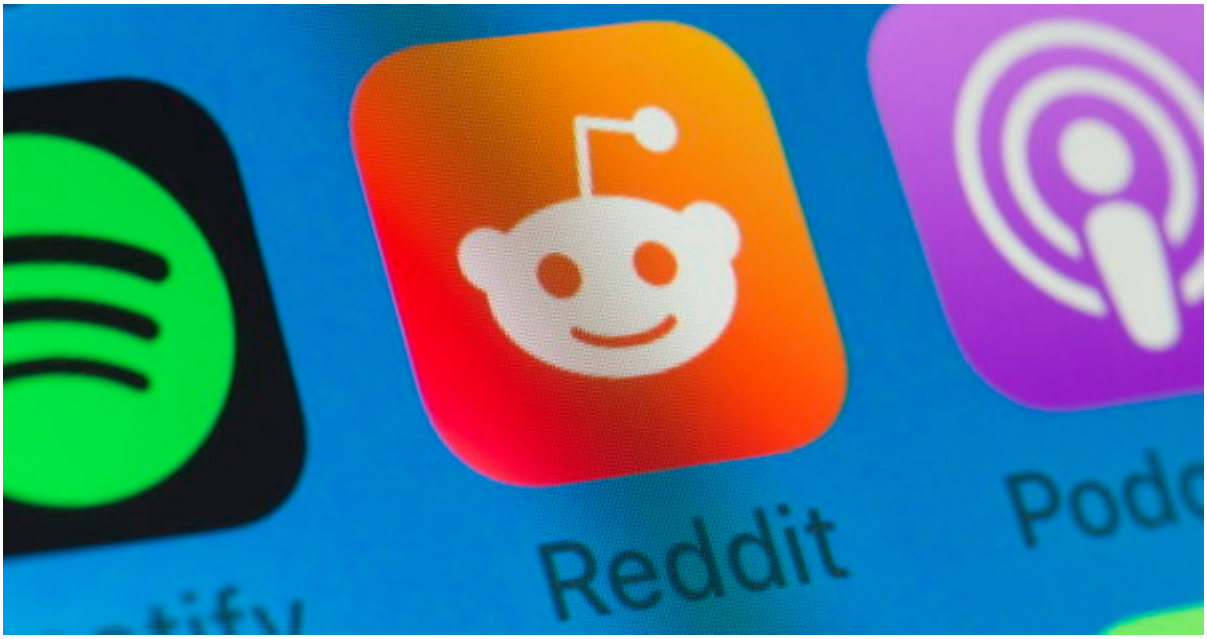
Succeeding Nicola Mendelsohn



Meta (formerly Facebook) has named Angelika Gifford as its new Europe, Middle East and Africa (EMEA) chief, succeeding Nicola Mendelsohn who has started in her new role of vice president, Global Business Group.

Recommended articles
https://www.adweek.com/media/meta-promotes-angelika-gifford-as-new-emea-chief-succeeding-nicola-mendelsohn/

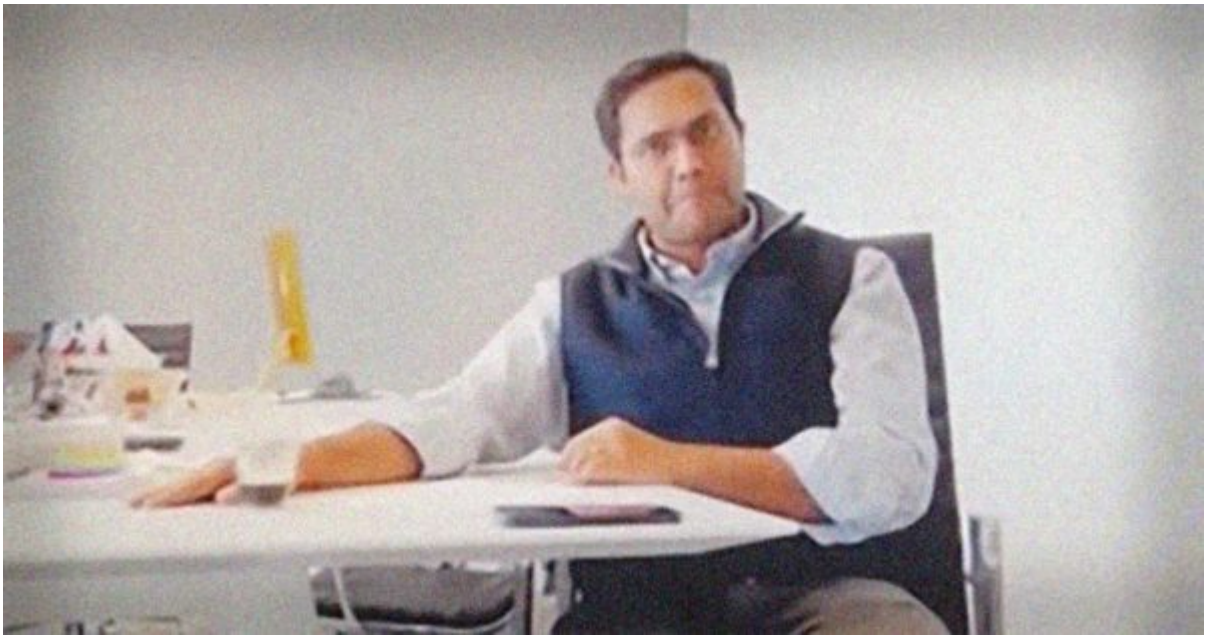
Reddit Names Country Manager for Canada



RJ Pauloski joined Reddit as its first country manager for Canada, where the platform opened an office in March, in Toronto.

Recommended articles
https://www.adweek.com/media/reddit-names-country-manager-for-canada/

Sorry Doesn’t Need to Be the Hardest Word



No matter the category or executive team, brands and gaffes go together, especially when dealing with employee layoffs. But how these companies respond publicly can be better or worse than the initial act—assuming they even know how to properly structure an apology.

Recommended articles
https://www.adweek.com/brand-marketing/sorry-doesnt-need-to-be-the-hardest-word/

Expect Unexpected Brand Partnerships, Says Lego’s Head of US Marketing



Over the last decade, Cristina Liquori has built a career based on culture, trust and support… one tiny plastic brick at a time.

Recommended articles
https://www.adweek.com/inside-the-brand/expect-unexpected-brand-partnerships-marketing-cristina-liquori/

Head of Messenger Stan Chudnovsky to Leave Meta in Q2 2022



Meta will have to endure another key departure, as head of Messenger Stan Chudnovsky said he will leave the company at some point in the second quarter of 2022.

Recommended articles
https://www.adweek.com/media/head-of-messenger-stan-chudnovsky-to-leave-meta-in-q2-2022/

As Out of Home Recovers, OAAA Builds Up Leadership Team



The out of home category appears to have reversed the deep declines of 2020. So the Out of Home Advertising Association of America (OAAA), the national trade group representing media sellers, agencies and platforms, is preparing for greater gains next year by expanding its leadership team to sharpen its analytics and creative focus.

Recommended articles
https://www.adweek.com/performance-marketing/out-of-home-recovery-oaaa-leadership-team/

Turning a Family Tradition Into a Holiday Marketing Juggernaut



Christa Pitts didn’t know a career in sales would give her the entrepreneurial foundation to run a global company beloved by families.

Recommended articles
https://www.adweek.com/brand-marketing/elf-on-the-shelf-christa-pitts-family-tradition-holiday-juggernaut/

Adweek Names Juliette Morris as Its New CEO



Juliette Morris, a longtime executive in the media and tech industries, will be the new CEO of Adweek.

Recommended articles
https://www.adweek.com/brand-marketing/adweek-names-juliette-morris-as-its-new-ceo/

A Higher Purpose: Pivoting Your Marketing Career to a Nonprofit



2020 undoubtedly had an impact on you in some shape or form. Perhaps you had career momentum and were continuing to build on you; perhaps you were already a rockstar employee, teammate, respected leader, parent, son, neighbor or a passionate marketer grinding towards what could be next. Regardless of your life stage, you were a different person prior to March of that year.

Recommended articles
https://www.adweek.com/brand-marketing/pivoting-your-marketing-career-to-a-nonprofit/