The Rise of the Chief Sustainability Officer as Brands Aim to Overcome Suspicions of Greenwashing

u003cpu003eThe world’s biggest brands will improve their internal structures around sustainability over the coming year as they aim to boost public trust in their messaging, with a growth in the introduction of the role of the chief sustainability officer.u003c/pu003e

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Why Your Chief Executive Officer Should Also Be Your Chief Diversity Officer

In the not-too-distant past, corporate diversity efforts fell under the corporate social responsibility banner and often amounted to not much more than a footnote in the annual

report.

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https://www.adweek.com/agencies/why-your-chief-executive-officer-should-also-be-your-chief-diversity-officer/

Paloma Azulay, Chief Brand Officer for Burger King's Parent Company, Is Out After 6-Month Stint

After a relatively short stint as global chief brand officer of Restaurant Brands International, Paloma Azulay's tenure has ended at the parent company of Burger King, Popeyes and Tim Hortons.

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Publicis Groupe CEO on Continued Growth, Retaining Staff and Preparing For Retail Media’s Moment

u003cpu003eHaving secured u003ca rel=u0022noreferrer noopeneru0022 href=u0022https://www.adweek.com/agencies/ferrero-hands-350-million-media-duties-across-china-italy-uk-and-ireland-to-publicis/u0022 target=u0022_blanku0022u003emajor media client wins with Ferrerou003c/au003e and u003ca rel=u0022noreferrer noopeneru0022 href=u0022https://www.adweek.com/agencies/walmart-consolidates-media-and-creative-accounts-with-publicis-groupe-win/u0022 target=u0022_blanku0022u003eWalmartu003c/au003e in recent weeks, Publicis Groupe has continued to see its recovery from the pandemic, reporting its third-quarter organic growth of 11.2% year-over-year and 5% on pre-pandemic conditions with net revenue of $3,032 million (2,621 million Euros.) The network is motoring but it still has many industry issues to navigate despite a stronger year that analysts had predicted.u003c/pu003e

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Six Lessons From Creative Leaders Who Are Reimagining the Industry’s Future

It has almost become a cliché to talk about defining a “new normal” after the Covid-19 pandemic, but for many creative leaders, returning to how things were before is not an option. The past 18 months of crisis have thrown many of the industry’s customs into question.

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Citi Appoints Elyse Lesley CMO of US Consumer Banking

To further its goal of building a digital-first and data-oriented organization, Citi has named Elyse Lesley chief marketing officer for its U.S. consumer banking division.

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How Anomaly Is Developing Its Physical Spaces and Encouraging Flexibility

Early in the Covid-19 lockdowns, questions of returning to the office typically revolved around proposed dates and mask protocols. But as the pandemic continued into its second year, it has become a highly complex—and potentially volatile—topic at companies around the world.

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MSQ Group Acquires London Creative Production Agency Brave Spark

MSQ Group, which owns agencies including Stein IAS, Smarts and The Gate, has further expanded with the acquisition of creative studio Brave Spark, with the two sharing clients such

as Cancer Research U.K., Bosch and Zalando.

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This Creative Pops the Hype Bubble to Make Brands Relatable

Starting an agency right before the onset of a pandemic triggered some soul-searching for Ravi Amaratunga Hitchcock. “It’s existential every day,” he said. “What is an agency and what does it do? What is a client? Everything seems to be in this shifting period.”

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AMC Networks COO Ed Carroll

Stepping Down After 34 Years

Long-term AMC Networks chief operating officer Ed Carroll is leaving the company at the end of the year after a 34-year tenure.

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