Larissa Faw, Adweek's Agencies Editor, Has Died

Veteran business journalist Larissa Faw, who joined Adweek earlier this year as agencies editor, died on Aug. 5. She was 43.

Recommended articles
https://www.adweek.com/agencies/larissa-faw-adweeks-agencies-editor-has-died/

Uncommon Studio Hires Former Lida CEO Jonathan Goodman to Lead CX Division

Uncommon Creative Studio has expanded its service offerings to include customer experience (CX) with the formation of a new division. To head it up, Uncommon hired former chief executive officer and founding partner of Lida Jonathan Goodman as director.

Recommended articles
https://www.adweek.com/agencies/uncommon-studio-hires-former-lida-ceo-jonathan-goodman-to-lead-cx-division/

The Richards Group Emerges and Rebuilds After Last Year’s Scandal

The Richards Group is finally coming out of the shadows following scandal and turmoil caused by the founder Stan Richards. In October, news leaked that in an internal meeting for longtime client Motel 6, Richards, who at nearly 90 years old remained actively involved with the company, referred to a campaign idea for the client as being “too Black” and implied that some of Motel 6’s customers were white supremacists.

Recommended articles
https://www.adweek.com/agencies/the-richards-group-emerges-and-rebuilds-after-last-years-scandal/

GGH MullenLowe Hires Marielle Wilsdorf as CCO From DDB Hamburg

GGH MullenLowe has added to its management board with the

appointments of Marielle Wilsdorf and Barbara Dirscherl as chief creative officer and creative art director, respectively.

Recommended articles
https://www.adweek.com/agencies/ggh-mullenlowe-hires-marielle-wilsdorf-as-cco-from-ddb-hamburg/

VCCP Completes Leadership Team for Customer Experience Arm

VCCP has strengthened its customer experience (CX) arm with the hiring of Scott Ewings as chief executive and Josette James as client partner.

Recommended articles
https://www.adweek.com/agencies/vccp-completes-leadership-team-for-customer-experience-arm/

The Four Questions: How to

Navigate, Not Avoid, Change

Editor's note: This piece is part of a weekly Voice series by Rishad Tobaccowala, the author of Restoring the Soul of Business: Staying Human in the Age of Data.

Recommended articles
https://www.adweek.com/agencies/four-questions-how-navigate-change/

Diageo Hires UK Cabinet Strategy Lead Giles Hedger to Head Consumer Planning

Global drinks brand owner Diageo has hired former M&C Saatchi London CEO, Giles Hedger, as its global consumer planning director, joining from the U.K. cabinet office where he was strategy lead.

Recommended articles
https://www.adweek.com/brand-marketing/diageo-hires-giles-hedger-consumer-planning/

Reddit Taps Instagram’s Timo Pelz as Its First Ever VP of Business Marketing

Timo Pelz joined Reddit as its first ever vice president of business marketing.

Recommended articles
https://www.adweek.com/social-marketing/reddit-taps-instagrams-timo-pelz-as-its-first-ever-vp-of-business-marketing/

‘Don’t Duck It’—IPA President Julian Douglas’ Message on Industry Assault and Harassment

British agency membership body the Institute of the Practitioners of Advertising (IPA) has a recently installed president, and in Julian Douglas they have someone who is straight speaking and realistic about the issues ahead following the impact of the pandemic. More importantly, Douglas is also vocal in the continuing battle to stamp out sexual assault and harassment faced by women in the industry.

Recommended articles
https://www.adweek.com/agencies/dont-duck-it-ipa-president-julian-douglas-message-on-industry-assault-and-harassment/

How an Engineer Leveraged Brand Experience to Head Up Crown Media

A former brand manager of Clorox might not seem the likely choice to head up Crown Media Family Networks. But president and CEO Wonya Lucas worked her way from becoming a process engineer to heading up some of cable television's most recognizable networks, with a particular focus on increasing diversity.

Recommended articles
https://www.adweek.com/convergent-tv/how-an-engineer-leveraged-brand-experience-to-head-up-crown-media/