Taj Alavi, Former Uber and Chime Exec, Is Now Global Head of Marketing at Spotify

Industry veteran Taj Alavi is now global head of marketing at Spotify, a newly created role for the music streaming company, the brand confirmed to Adweek today.

Maintaining growth is challenging. Gain the industry-wide recognition your team deserves by submitting to the 2021 Adweek Fastest Growing awards. View details and start your submission before 6/25.

Recommended articles
https://www.adweek.com/brand-marketing/taj-alavi-former-uber-and-chime-exec-is-now-global-head-of-marketing-at-spotify/

Special Group US Ramps Up With 17 New Hires

Eight months since landing in the U.S., Australian and New Zealand independent agency Special Group is rapidly expanding in the Americas with 17 new hires over the past few months.

Notably, these mostly organic arrivals are largely talent leaving large holding companies in favor of smaller, more family-like shops.

Recommended articles
https://www.adweek.com/agencies/special-group-us-ramps-up-with-17-new-hires/

Publicis Groupe Reorganizes U.S. Media Leadership Team

Publicis Groupe is rejiggering its U.S. Publicis Media leadership team with an array of new titles to round out its C-suite.

Recommended articles
https://www.adweek.com/agencies/publicis-groupe-reorganizes-media-leadership-team/

Grey London Acquires Wildfire to Form Dedicated Social

Offer

Grey London is to fully acquire and integrate social media agency Wildfire on June 1, forming Grey Social, which will offer social insights, creative and content production.

Recommended articles
https://www.adweek.com/agencies/grey-london-acquires-wildfire-to-form-dedicated-social-offer/

Ogilvy Hires First Global Creative Lead of Experience

Ogilvy hired Kaleeta McDade as its first global creative lead for its experience practice as it moves toward integrating creative services globally.

Recommended articles
https://www.adweek.com/agencies/ogilvy-hires-first-global-creative-lead-of-experience/

GroupM Names First Global Chief Innovation Officer

The evolution of WPP media agency network GroupM continues with a new role and further investment in innovation.

Recommended articles
https://www.adweek.com/agencies/groupm-names-first-global-chief-innovation-officer/

FCB Selects Tina Allan to Lead Global Data Science and Connections

As IPG’s FCB invests in data and technology to expand its creative output, the agency network is reflecting that priority in its leadership roster with the hiring of Tina Allan as its first head of data science and connections.

Recommended articles
https://www.adweek.com/agencies/fcb-selects-tina-allan-to-lead-global-data-science-and-connections/

Havas Media Hires North America Data Lead From Accenture

Havas Media Group hired the newest member of its executive leadership team in North America away from one of the five largest consulting firms.

Recommended articles
https://www.adweek.com/agencies/havas-media-hires-north-america-data-lead-from-accenture/

MDC Partners Agency Doner Hires First DEI Lead

MDC Partners agency Doner has just hired its first leader dedicated to diversity, equity and inclusion.

Recommended articles
https://www.adweek.com/agencies/doner-hires-first-dei-lead/

Following 2020 Leadership Shakeup, R/GA Says New Team Is Falling Into Place

A little over two years since taking over as R/GA CEO, Sean Lyons says he has a leadership team in place for the agency’s latest reinvention.

Recommended articles
https://www.adweek.com/agencies/following-2020-leadership-shakeup-r-ga-claims-new-team-is-falling-into-place/