The CMOs of Away and Exos Deliberate on Their Changing Roles

Whether as a brand protector or growth driver, CMOs were under the spotlight during the pandemic, charged with reaching consumers quarantined in their homes during large swaths of 2020.

Recommended articles
https://www.adweek.com/inside-the-brand/the-cmos-of-away-and-exos-deliberate-on-their-changing-roles/

Havas Chicago Hires CCO From Leo Burnett

In a generational leadership shift, Havas hired a new chief creative for its Chicago office from Leo Burnett as a 30-year industry veteran steps aside.

Recommended articles
https://www.adweek.com/agencies/havas-chicago-hires-cco-from-leo-burnett/

MDC and Stagwell Group Merger Moves Ahead, as Q1 Results Are Reported

The merger between MDC and Stagwell is moving ahead, but still requires some patience, shareholders at a Q1 earnings update call learned today. The deal is expected to be completed in the coming months.

Recommended articles
https://www.adweek.com/agencies/mdc-and-stagwell-group-merger-moves-ahead-as-q1-results-are-reported/

GSD&M Founder Steve Gurasich Has Died

The “G” in iconic Austin agency GSD&M has fallen silent.

Recommended articles
https://www.adweek.com/agencies/gsdm-founder-steve-gurasich-has-died/

Mercedes-Benz to Merge Marketing and Communications Under New Structure

Automotive maker Mercedes-Benz has begun a “comprehensive” review of its global marketing and communications as it merges the two areas to create better global brand consistency.

Recommended articles
https://www.adweek.com/brand-marketing/mercedes-benz-to-merge-marketing-and-communications-under-new-structure/

Feed Promotes Alicja Lloyd to Global Chief Executive

Digital marketing agency Feed, which works with brands such as Gumtree, The Hoxton, Ancestry and eBay, has named Alicja Lloyd as its global chief executive, taking over from Matt Lynch, who will become executive chair of the business.

Recommended articles
https://www.adweek.com/agencies/feed-promotes-alicja-lloyd-to-

global-chief-executive/

How Ryan Reynolds’ Maximum Effort Produced Its LeVar Burton Gin Ad Literally Overnight

It began as a joke. Shockingly quickly, it came to fruition—and set a new bar for just how rapid a brand’s responsive marketing can be.

Don’t miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/agencies/how-ryan-reynolds-maximum-effort-produced-its-levar-burton-gin-ad-literally-overnight/

BBH Introduces Leadership Trio in New York

BBH New York unveiled a new leadership team that nods to the agency’s founding.

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https://www.adweek.com/agencies/bbh-introduces-leadership-trio-in-new-york/

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4 Steps on How to Demystify Goal Setting

“It’s time for annual goal setting.” Does this sentence cause a sense of anxiety or dread? Goal setting can feel like a chore for many, but it’s actually critically important for team engagement and motivation.

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Recommended articles
https://www.adweek.com/inside-the-brand/4-steps-on-how-to-demystify-goal-setting/

Exclusive: Wunderman Thompson Hires Omnicom Veteran as New York CEO

Wunderman Thompson has hired a new chief executive for its New York office, as it unites its health practice with the rest of the agency.

Don’t miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance,

technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/agencies/exclusive-wunderman-thompson-hires-omnicom-veteran-as-new-york-ceo/