CPB Hires GSD&M President Marianne Malina as Global CEO

CPB has a new global chief executive as the agency embraces change for a new era.

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Nextdoor Taps Juliana Jaoudi as Head of Global Enterprise Ad Sales

Juliana Jaoudi joined Nextdoor as head of global enterprise ad sales.

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The Secrets on How to Effectively Lead a 1:1

Mastering team motivation requires a carefully curated approach consisting of key motivational factors, limiting leadership pitfalls, and an overall personalized approach based on each individual’s career stage. The 1:1 is a critical piece of team motivation as it acts as a dedicated space on the calendar for managers and team members to discuss goals, progress, challenges within the business, career aspirations, and to personally connect. Ben Horowitz, cofounder and general partner at the venture capital firm Andreessen Horowitz, describes a 1:1 as a “free-form meeting for all the pressing issues, brilliant ideas, and chronic frustrations that do not fit neatly into status reports, email and other less personal and intimate mechanisms.” However, what does it take to run a

good meeting and most effectively motivate your team members?

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Exclusive: Virtue Hires Ogilvy Alum as First Global Chief Growth Officer

Vice’s in-house creative agency, Virtue, has brought in a veteran leader to lead global business efforts as it pursues further growth.

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Khartoon Weiss Translates TikTok for 20th-Century Businesses

Khartoon Weiss knows there’s a disconnect between advertisers and Gen Z. It’s unavoidable from her perch as head of global agency and accounts at TikTok.

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Fernando Machado Is Joining Activision Blizzard as CMO

Fernando Machado, who announced his departure from Restaurant Brands International Thursday, is joining Activision Blizzard as chief marketing officer. He will start the new role on April 12.

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Fernando Machado Is Leaving Restaurant Brands International

Fernando Machado, global chief marketing officer of Restaurant Brands International, is leaving the company after seven years, he confirmed to Adweek. Paloma Azulay will step in as global chief brand officer for the company, which oversees fast food giants Burger King, Popeyes and Tim Hortons.

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Vice Media Group Expands

Creative Offering With Acquisition of Pltfrmr

Vice Media Group (VMG) has acquired creative consultancy Pltfrmr, which will subsequently be merged with in-house creative agency Virtue.

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Exclusive: Wavemaker Hires Investment and Activation Lead From Amazon

The run on investment-related hires continues at media agencies, with GroupM's Wavemaker hiring from Amazon, effectively reversing the typical talent migration route from agencies.



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How to Avoid the Top 5 Pitfalls Demotivating Your

Employees Right Now

Based on a recent Adweek Intelligence survey, managers tend to overestimate how engaged their teams are and mistakenly think the number one factor in motivating employees is their own leadership. The inverse is actually true. When you put employees in the driver's seat and empower independent decision-making, provide flexibility, and give them the ability to work on things they are passionate about, motivation rises.



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