Daniel Cherry III Joins WarnerMedia as SVP and General Manager of DC Comics



Daniel Cherry III first discovered the joy of comics from his father, who collected Shazam! oversized graphic novels from the ’70s. Now, he’ll be fulfilling a childhood and professional dream: joining WarnerMedia as svp and general manager of DC Comics.

Cherry, who most recently spent over two-and-a-half years leading Activision Blizzard Esports’ marketing department, will report to Pam Lifford, president of Warner Brothers Global Brands and Experiences. He will also be working closely with the legendary Korean-American illustrator and writer Jim Lee, who has taken on expanded responsibilities as the CCO and publisher of WarnerMedia, DC Comics. Cherry assumes his position effective immediately on Sept. 8.

In his new role overseeing the overall DC Comics brand, Cherry will manage business affairs, manufacturing, editorial, talent services, marketing, sales, brand and direct to consumer, and business development (along with Anne DePies, svp, business

strategy, finance and administration).

“It’s truly a career honor to partner with Pam Lifford, and the creative genius of Jim Lee, the amazing team at DC Comics and WarnerMedia to lead this iconic brand and legendary characters into the future,” said Cherry in a statement. “I am standing on the shoulders of giants like Malcolm Wheeler-Nicholson, Bill Finger, Bob Kane, Neal Adams Harry Lampert, and so many others.” As an Ohioan and Cleveland native, Cherry is especially proud to be continuing the legacy of fellow Clevelander Jerry Siegel, who created Superman.

Cherry is a brand innovator and marketing executive with numerous accolades under his belt, including a Forty under 40 distinction from the Sports Business Journal and a Grammy nomination for the song “Classic” (Better Than I’ve Ever Been). As the former CMO at Activision Blizzard Esports, Cherry oversaw the global business, brand and gaming content portfolio. This past June, the University of Pennsylvania graduate was one of the 14 Black leaders in Adweek’s State of Revolt panel. During that virtual event, Cherry mentioned that he, along with his colleagues, spearheaded efforts to use Activision’s platforms and products for education and advocacy. Infinity Ward, the Activision-owned producer of Call of Duty, adopted a Black Lives Matter message on the loading screen.

Cherry’s extensive career in business development, advertising and marketing goes all the way back to 1997, when he began his professional journey as the assistant director of advertising at AND1. Since then, he has held prominent marketing and advertising roles at Crispin Porter + Bogusky, Frank 151, Wieden+Kennedy, Anomaly, the New York Cosmos, Diageo and the New Jersey Devils.

Now, as an executive at DC Comics, Cherry is hoping to leverage the cultural power of the brand to entertain and inspire a diverse global fan base. “Comics have the power to

create unique imagery and narratives that can move the world toward a better, more inclusive version of itself," he said. "It's my sincere hope that I am able to contribute and help evolve the brand and its relevance for generations to come."

https://www.adweek.com/brand-marketing/daniel-cherry-iii-joins-warnermedia-as-svp-and-general-manager-of-dc-comics/

VMLY&R Names Chief Integration Officer, Establishes Transformation Initiative



VMLY&R has promoted Myron King to chief integration officer.

In the new role, King will be responsible for leading the organizational design and cultural integration strategy for North American clients, which encompasses overseeing the integration of core agency capabilities for new and existing

clients across the region for the agency, which resulted from WPP's merger of VML and Y&R in 2018. As chief integration officer, he will also serve as a strategic partner for VMLY&R's new cross-departmental Transformation Initiative, which aims to implement integration efforts combatting systemic racism across all areas of client-facing and internal agency business. King will become a member of VMLY&R's executive leadership team and report to global chief experience officer Jeff Geheb.

The establishment of the Transformation Initiative comes amid an industrywide reckoning with issues of systemic racism in advertising, including an open letter from over 600 Black advertising professionals demanding action and the subsequent formation of nonprofit advocacy group 600 & Rising. In July, WPP CEO Mark Read acknowledged that the holding company had plenty of work to do to address the issue when WPP released its EEOC diversity data, committing $30 million to inclusion programs and antiracism organizations.

"Our agency is dedicated to improving what it means to be a diverse, inclusive, and valuable partner today, and 100 years from now. To that end, we need leaders who bring expertise and perspective in how we harness creativity, technology, and culture," Geheb said in a statement. "Myron is the very embodiment of forward-thinking leadership, and his broad experience will be a winning combination to better serve our clients and our agency's ambitions."

An agency veteran of nearly 15 years, King most recently led digital transformation efforts as managing director of VMLY&R's advisory practice. Since joining VML as a business systems analyst in 2006, he has worked on brand customer experience efforts for clients including Bayer, Coca-Cola, Dell, Electrolux, Ford Motor Company, Kellogg, SAP, Sherwin-Williams and Sprint. During his tenure at the agency, he has also played an instrumental role in shaping VMLY&R's employee culture. He was a founding member of the VMLY&R Diversity,

Equity and Inclusion (DEI) Committee, and serves as a mentor captain and an executive sponsor for BIPOC employee resource groups. Outside of VMLY&R, King is a member of 100 Roses and AAF-KC and volunteers for various nonprofits.

“VMLY&R is like family to me. Over the years I’ve watched us grow from 400 employees to over 7,000. We’ve consistently adapted and evolved to deliver some of the top creative, digital, and consumer-centric marketing solutions in the world,” King said in a statement. “In the process, we’ve sustained a culture of togetherness and excellence. I’m excited to amplify our organizational design and cultural integration efforts with clients to help make VMLY&R the most diverse, inclusive, and creative agency in the world.”

https://www.adweek.com/agencies/vmlyr-names-chief-integration-officer-establishes-transformation-initiative/

Adobe Reveals 10 Rising Stars of Photography for 2020

[unable to retrieve full-text content]
https://www.adweek.com/creativity/adobe-reveals-10-rising-stars-of-photography-for-2020/

This Ghanian American Went

From Dancing in LA to Agency Talent Acquisition in Boston



As a creative and as a Black woman in marketing, Akuamoah's journey back-and-forth across the country (twice) was anything but traditional. But being fearless helped her make bold personal and professional moves.

Growing up, educators told her she could do whatever she set her mind to, but as a child of Ghanian immigrant parents, Akuamoah felt pressured by cultural and familial norms to pursue a "sure-bet, lucrative" career. After graduating with a degree in neuroscience from Wellesley College in Massachusetts, Akuamoah jetted off to Los Angeles to pursue her passion for dance.

But she struggled financially. "I was like, I need a real job," Akuamoah joked. She then spent five years in a management role at Hertz. "It was not in line with where I wanted to be," she said, "but this is one of those things I tell folks who are figuring out their way after college: The first job may not be perfect, but take it for what it is and get as much out of it as you can."

At Hertz, Akuamoah discovered another passion: talent acquisition. After 10 years in L.A., she returned to Boston where she says her “true hustler” attitude helped pave her way in the agency world.

After a seven-month stint at Hill Holliday as svp of diversity and talent management, Akuamoah was recruited by Arnold + Havas Media Boston in February 2019. A year later, she was promoted to chief talent officer.

Akuamoah noted that her focus has been on building an environment where everyone has space to contribute and where creativity can thrive.

In the next five years, Akuamoah wants to use her voice to make a difference with regards to how we work, our culture and especially with diversity, equity and inclusion initiatives.

“Too often women—especially Black women—are still seen as being aggressive when communicating directly or with conviction,” Akuamoah said. “It’s critically important to me that I help break down that perception. I am not afraid of my voice, and I hope to reinforce a more inclusive archetype of leadership while pushing for progress in our industry.”

Big Mistake

According to Akuamoah, a mentor would have helped her figure out her next move quicker, but she had to learn a lot of important lessons on her own. “I’m certain a dedicated mentor could have saved me a few steps,” she said.

Lesson Learned

Mentorship was a “foreign concept” to Akuamoah early in her career. Eventually, she built a support system to navigate challenging decisions. She now feels deeply committed to helping as many young women in the industry as possible.

How She Got the Gig

Akuamoah joined Arnold + Havas Media Boston after it reached out to her about a leadership role in human resources. “Anyone considering a new opportunity may not be sure if it will be the right fit,” she said, “but I was immediately drawn to the culture. It’s a very special group of incredibly authentic people.” Akuamoah was promoted to chief talent officer at the onset of the pandemic.

Pro Tip

“Always know that you absolutely are qualified for that next role, even if you haven’t done it,” she said. “You may make a mistake, but that’s OK. You can do that next job. You can go for it. You’re completely qualified. Even if you don’t see someone senior in the company who looks like you, it is still yours for the taking. Run with it, and go for it anyway.”

https://www.adweek.com/agencies/ghanian-american-dancing-la-agency-talent-acquisition-boston/

Condé Nast Taps Dawn Davis as Bon Appétit’s New Editor in Chief



In the past couple of weeks, Bon Appétit has parted ways with editor in chief Adam Rapoport after photos of him in brownface surfaced, lost two Black editorial staffers, and had six employees who fronted the beloved Test Kitchen video series quit due to allegations of pay inequity and rampant systemic racism at the culinary magazine.

After the series of controversies, the 64-year-old Condé Nast publication has begun to take steps in the right direction with the appointments of Sonia Chopra as Bon Appétit's new executive editor and world-renowned chef and author Marcus Samuelsson, who will guest edit the 2020 holiday issue and act as an ongoing content adviser. Today, the publication also announced the hiring of Dawn Davis as its new editor in chief.

Davis, who was most recently vice president and publisher of Simon & Schuster imprint 37 Ink, will be the first Black woman to lead the magazine. She will be responsible for the editorial vision across all Bon Appétit channels and its food brands—Epicurious, Healthyish and Basically—spanning digital, video, OTT, social and print platforms.

"A proven trailblazer in publishing and known for her innovative approach, Dawn's ability to find emerging voices and give them the platforms to transform our society is unparalleled," said Roger Lynch, CEO of Condé Nast, in a

statement. “As she joins Bon Appétit with one of the most passionate and engaged audiences in the culinary world, it’s thrilling to think about how our relationship with food will be enhanced through her leadership and vision.”

During her over two decades in book publishing, Davis championed BIPOC voices at the two imprints she has overseen, 37 Ink and HarperCollins’ Amistad. These authors include Nafissa Thompson-Spires, Erica Armstrong Dunbar, Susan Rice, Wil Haygood, Edward P. Jones, Attica Locke and Chris Gardner. Davis founded 37 Ink in 2013.

“Like the Bon Appétit brand, I see food at the epicenter of all we do. Food is connected to community and culture, economics and family,” Davis said in a statement. “Decisions about what we eat and with whom, who produces our food and how, influences almost every aspect of our lives.”

Davis’ love of food culture also led her to publish her own book in 1999, If You Can Stand the Heat: Tales From Chefs and Restauranteurs, which profiled chefs such as Edna Lewis, Bobby Flay, Anthony Bourdain, Michael McCartney, Patricia Williams and Linda Rodriguez.

Davis will begin her new role Nov. 2. She will report to Anna Wintour, the editor in chief of Vogue and artistic director and global content adviser of Condé Nast US (and Adweek’s 2017 Brand Visionary).

https://www.adweek.com/brand-marketing/conde-nast-dawn-davis-bon-appetit-editor-in-chief/

4A’s Adds 5 Members to Its Board of Directors



Industry organization the 4A’s took a step toward more diverse leadership today with the addition of five new board members as the 4A’s seeks to address the challenges of helping to create more diversity, equity and inclusion in the industry.

Back in June, the 4A’s entered into a partnership with 600 & Rising, a nonprofit advocacy group for Black ad professionals, which emerged from an open letter signed by over 600 Black ad professionals demanding meaningful action to address systemic racism in the industry.

“The 4A’s has always been committed to supporting our agency members, and now we are doing so in a way that empowers the very people who need our support the most,” 4A’s president and CEO Marla Kaplowitz said in a statement at the time. “There is a lot of work to be done, and we are readily leveraging our platform to continue partnering with agency leaders and with the members of 600 & Rising in making their critical work a reality.”

The 4A’s said today that Walter Geer III, Vann Graves, Renee

Jennings, Ashley McGowen and Sara Porritt are joining the group's board of directors.

Geer is an executive creative director, experience design at VMLY&R, where he creates design solutions within the agency's health practice and designs brand and customer experiences for clients including Campbell Snacks, Dell Technologies, Pfizer and New Balance.

Graves joined VCU Brandcenter as executive director in June of 2018, shortly after resigning his role as CCO for JWT Atlanta. During the course of his 25 years of experiences across business, creative and executive leadership roles for agencies including BBDO New York and McCann New York, Graves worked with leading global brands such as AT&T, Coca-Cola, GE, Mastercard, M&Ms, Snickers and the U.S. Army.

Jennings is chief financial officer at New York independent agency Joan Creative, where she is responsible for all financial matters related to clients and general account for the agency and Joan Holdings compliance, working in close collaboration with the agency's founders to oversee Joan Creative. Prior to joining the agency she spent over seven years at Ogilvy as chief financial officer, North America.

McGowan is Facebook's global lead for business equality, where she is tasked with overseeing business actions that will lead to a more diverse and inclusive industry. Over the course of her career she has worked at a variety of creative agencies, as well as Microsoft and Under Armour.

Porritt serves as senior director, integrated media planning and U.S. diversity and inclusion lead for Omnicom Media Group's OMD. She also created and hosts Hear Us Roar, a podcast focusing on "inspired conversations with fearless Asian women about how ideas and passions can ignite transformative journeys."

"The 4A's Foundation has always been committed to driving

diversity, equity and inclusion across the advertising and marketing industry. The appointment of these five incredible leaders will further strengthen our team as we continue to advocate for change and advance our mission of building an industry that is truly as diverse as the populations we serve," 4A's evp, talent, equity and inclusion Simon Fenwick said in a statement. "We are thrilled to welcome Walter, Vann, Renee, Sara and Ashley to our Board."

https://www.adweek.com/agencies/4as-adds-5-members-to-board-of-directors/

Nathan Young, Former President of 600 & Rising, Has Left Periscope



Nathan Young, the co-founder and former president of Black advocacy group 600 & Rising, has left his role as group strategy director at Minneapolis-based agency Periscope.

Earlier this month, Young resigned as president of 600 & Rising, the organization he and Bennett D. Bennett co-founded following the May 25 killing of George Floyd in Minneapolis.

His resignation came shortly after Young was criticized on Twitter for describing Adcolor as “an awards ceremony completely divorced from reality that sells the story that progress is being made on diversity in advertising and buys cover for holding companies.” A number of fellow diversity advocates took issue with his comments.

Young told Adweek via email that he’s “made no decisions” about what his next move will be. He said he’s currently focused on doing what’s best for his family.

“Periscope has been incredibly supportive of me through all of this, and I consider the folks I worked with family,” he wrote. “Periscope’s emphasis on empathy comes through in the work, and it comes through in how they treat their employees, myself included.”

As president of 600 & Rising, Young helped spark change and discussions within the advertising industry. An open letter he and Bennett wrote, which outlined 12 steps that agencies should take to address systemic racism, quickly garnered 600 signatures.

After its formation, 600 & Rising debuted #CommitToChange, an initiative that encourages agencies to publicly share their internal diversity data. Dozens of agencies including 72andSunny, R/GA and Wieden+Kennedy have taken part. 600 & Rising also secured a partnership with the 4A’s and named a board of directors this summer.

In the email Young sent to Adweek, he said the “mental toll of pushing for change in an industry that desperately needs it is incredibly taxing.” He said doing both jobs became unsustainable for him.

“While it was a difficult decision to make, I had to do the right thing for my family and for myself,” he said. “I love this industry, flaws and all. I love that I played a small role in making it better. But whether you’re pushing for change or you’re working the job, the amount of energy it requires to be successful is incredible.”

He added that he wants to focus his energy “on healing this country,” but isn’t certain that “advertising provides the best avenue to do that.”

As for 600 & Rising, its board of directors said in an email sent to members on Aug. 7 that it’s currently “dissolving the current structure of the organization and taking the next 30 days to reassess.” Moving forward, it plans to focus on becoming an “advocacy community” led by Black talent and non-Black allies.

https://www.adweek.com/agencies/nathan-young-former-president-of-600-rising-has-left-periscope/

Zambezi Hires Deutsch, MullenLowe Alum as Design Director



Zambezi, the Los Angeles-based full-service agency that has worked with clients including Beats by Dre, TaylorMade and Venmo, hired Norm Brown as design director. In the role, he will be tasked with working across the agency's client roster while collaborating closely with Gavin Lester, who joined Zambezi as CCO and equity partner in 2017, and his team.

"Zambezi is an agency that greatly values exceptional craft, and we're thrilled to bring Norm on to lead and elevate our design discipline," Lester said in a statement. "I've had the pleasure of working with him in the past and appreciate that he is not only an experienced and gifted designer, but also someone that's fantastic at nurturing talent and amplifying our broader creative output. We're excited to see the great work that Norm will undoubtedly create for our agency and clients ahead."

A multi-talented creative, Brown has held a variety of roles over the course of his 15-year career. He most recently served as creative director for M&C Saatchi L.A., where he led the design of a new corporate website for ActivationBlizzard and also worked across clients including Amazon Music, BMW Motorcycle, FX Network and the San Diego Zoo. In April, M&C Saatchi Los Angeles ceased operations due to the business impact of Covid-19. Brown isn't the only M&C Saatchi alum to

join Zambezi in a high-profile role. In 2017, M&C Saatchi vet Erickson Ilog joined Zambezi as chief financial officer and chief organizational officer.

Prior to M&C Saatchi, Brown held associate creative director roles at Deutsch and MullenLowe, and briefly served as senior designer, brand experience for Uber. Some of his other notable projects include a recent rebranding for Pandora Music and a mini-documentary celebrating the 25th anniversary of the Beastie Boys' album Ill Communication, titled Still Ill.

Brown is also an instructor at ArtCenter College of Design, where he teaches classes on graphic design and leads a four-week immersion Brand Camp course. A champion of greater diversity and inclusion in advertising, Brown has lent his time and design abilities to support and develop creative materials for racial justice movements Uproar and WhereAreTheBlackDesigners.

https://www.adweek.com/agencies/zambezi-hires-deutsch-mullenlowe-alum-as-design-director/

Wieden+Kennedy Alum Jason Campbell Joins Translation as Executive Creative Director



“In a time when our industry, clients and people need it more than ever, Jason brings an uncanny blend of humanity, positivity and a crystal clear social compass to his award-winning creative work and leadership. It was clear from our first conversations that he has the unique DNA of a Translator,” Wool said in a statement.

Campbell, a Jamaica native, departed W+K in Portland, where he worked on accounts such as Airbnb, TurboTax, Impossible Foods and Nike, a little over a year ago. Since then, he has freelanced as a contract creative director. In 2007, Campbell joined GS&P, where he spent four years as an art director on brands including Adobe, Comcast, HP and the NBA.

[embedded content]

Throughout his career, Campbell’s experience with brands that impact culture helped him hone his craft and build expertise, likening it to building different muscles and gaining an important level of maturity in the creative process.

“One realizes what they like [as they progress in a career],” he said. “I know that I love it when the work hits culture first. That’s important to me and I will continue to embolden younger and mid-level creatives to tap into that. Touching such a variety of brands allowed me to see how great work is

made.”

According to Campbell, the decision to return to the agency side wasn’t one that he was thinking about too seriously. However, in looking more closely at the opportunity with Translation, he found that it fit what he was looking for in a role.

“If I were doing a Venn diagram, the role and agency checks off all of the boxes in what I was looking for,” he said. “Translation puts culture at the center of everything that it does.”

Another compelling point was the diversity within the Black-owned agency, founded by Steve Stoute, who Campbell calls “a force.”

“I see the significance [in taking the role], and my goal is to not make this a blip, and contribute to making this a movement in the industry,” said Campbell. “We’re in a moment now where we can shift the world. You can have those conversations with marketers and hold them accountable.”

“Casting this role was uniquely difficult work,” added Chaucer Barnes, Translation’s chief marketing officer. “It’s not just that you’re seeking someone who can unite craft with cultural expertise, which is an expectation of every Translator. To lead, one needs an extraordinary dose of cultural curiosity too. That’s the real evidence of the empathy required to nurture ideas, talent, and clients alike to fulfill their potential to push culture forward. Jason defines this archetype, not just fits it.”

https://www.adweek.com/agencies/wiedenkennedy-alum-jason-campbell-joins-translation-as-executive-creative-director/

GroupM Taps Xandr's Kirk McDonald for North America CEO



WPP's media investment arm GroupM has hired Kirk McDonald as its new North America CEO, nearly nine months after the role was vacated by Tim Castree. Since then, global CEO Christian Juhl had assumed the responsibilities of that role on an interim basis.

McDonald most recently served as interim head of AT&T's ad-tech unit Xandr following the unexpected departure of former Xandr CEO Brian Lesser in March—making McDonald the second top leader to exit the company this year.

Prior to taking on the temporary role as head of Xandr, McDonald served as chief marketing officer for the ad-tech company and then chief business officer. Before joining AT&T, McDonald was president of marketing automation software company PubMatic, and also held roles at Time Inc.,

Fortune|Money Group and CNET Networks. In 2018, he was honored as one of Adweek’s 50 Indispensable Media, Marketing and Tech Players.

“Kirk brings a unique view of the market in that he has experience in media, technology and marketing,” said Juhl in a statement. “We were looking for someone who had both the right experience in media and the capability to lead the region through transformational change. Not only did Kirk demonstrate he has both, but his vision for making advertising work better for people aligned perfectly with ours.”

At Xandr, executive vice president of product and business development Mike Welch will take over as the new head of the company. Before joining Xandr in 2017, Welch spent more than a decade at AT&T working in a variety of roles related to advertising, sales and operations.

“Kirk McDonald is a remarkable talent, and we are grateful for the leadership he has provided Xandr,” said a Xandr spokesperson. “We look forward to collaborating with Kirk in his new role.”

This latest change follows months of tumult at Xandr that goes well beyond the changes in top leadership. In April, AT&T made the decision to consolidate its ad sales teams for Xandr and WarnerMedia, appointing Gerhard Zeiler to oversee both. Just last week, WarnerMedia CEO Jason Kilar announced sweeping changes to the company’s corporate structure, putting streaming front and center.

https://www.adweek.com/brand-marketing/xandr-kirk-mcdonald-groupm-north-america-ceo/