



Saatchi & Saatchi appoint new Chairman and CEO Asia Pacific

Saatchi & Saatchi has appointed Ian Rowden as the new Chairman and Chief Executive Officer of Asia-Pacific Saatchi & Saatchi. Rowden will report directly to Saatchi & Saatchi CEO World Wide, Kevin Roberts.



The move reinforces Saatchi & Saatchi's strong commitment to the Asia-Pacific region, with Rowden being based in his hometown of Sydney, Australia.

Saatchi & Saatchi CEO World Wide, Kevin Roberts welcomed his new appointment to the company saying "Asia is experiencing change on a quantum scale, with progress fueled by education, hard work, timeless values and vast numbers of people. Someone with Ian's unique ability and knowledge of the region and its dynamics will be an asset in building success and strong emotional connections."

Ian started his career at Coca-Cola in Sydney and was responsible for Coca-Cola business in China, Hong Kong, Taiwan and South Korea, eventually moving on to become Vice President - Director of Worldwide Advertising for the Coca-Cola Company in Atlanta. In 1999, while still in Atlanta he was inducted as a member of the Advertising Hall of Achievement. Most recently, Rowden was Executive Vice President and Chief Marketing Officer of Wendy's International, leaving that position to return to Australia in January 2008.