

DAVID SHARROD APPOINTED EMEA NEW BUSINESS DIRECTOR

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Saatchi & Saatchi EMEA has appointed David Sharrod as New Business Director.

Sharrod was previously a Group Business Leader at Saatchi & Saatchi London and has worked on global and domestic business across all sectors during his 11 years at the agency.

Sharrod will deliver growth by winning new clients and growing existing accounts across the region.

Simon Francis, CEO, Saatchi & Saatchi EMEA, said:

"We need someone who understands our culture as well as understanding the marketplace and David has just the right combination of experience and skills to fill those shoes."

Sharrod said: "I'm excited by the opportunities that exist to grow Saatchi & Saatchi across the region."