

Key New Appointments For Saatchi & Saatchi X

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Simon Hathaway, Regional CEO EMEA/UK, Saatchi & Saatchi X

Saatchi & Saatchi X announced the appointments of Mariana Sanchez as Chief Strategy Officer and of Simon Hathaway as Regional CEO EMEA/UK.

Both appointments are being seen as further testament to greater global awareness of Shopper Marketing as a significant driver of growth for the client.

Mariana Sanchez joins after leading global communications for Crest for the past 7 years at Saatchi & Saatchi. Her many achievements with Crest included the communications evolution of the brand from a cavity toothpaste to an oral care brand which enabled the turn around of Crest's business in North America, and Mexico, leading the market in China, and achieving solid growth in both Western Europe and CEEMEA.

An award winning talent, Mariana counts Effies, Cannes Lions, Clios and the Procter & Gamble Goldstein award amongst her many achievements.

Ms. Sanchez, a Mexican who started her career in Paris, France, and has led accounts globally is seen as the perfect fit for a company in expansion around the world.

"Mariana is the perfect person to develop Saatchi & Saatchi X strategy across the world, her depth of strategic knowledge complements her support for creative work of the highest quality. As a natural leader, her input will provide invaluable direction and insight for our team at a time when Shopper Marketing is being acknowledged as one of the key growth drivers in the marketing mix," said Andy Murray, worldwide CEO of Saatchi & Saatchi X.

Simon Hathaway, previously, CEO of Saatchi & Saatchi X UK is appointed to the new position of CEO EMEA/UK Region.

Simon has directed Saatchi & Saatchi X UK since its inception in 2004, and now steps into a Europe wide position. He has worked extensively with globally-known brands in retail, and has overseen the development of innovation and expertise that has driven success for Saatchi & Saatchi X in the UK.

"Simon is a proven performer who constantly delivers. He will further spark the innovative work being done across Europe for Saatchi & Saatchi X, and is a key member of our executive global team. Saatchi & Saatchi X is focused on the best results for our clients, and both Simon and Mariana will be key players moving forward," commented Murray.