

NEW GM FOR SAATCHI & SAATCHI SINGAPORE

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Source: Saatchi & Saatchi Worldwide

Robbie Bempasciuto has been promoted to General Manager of Saatchi & Saatchi Singapore.

John Foley, CEO Singapore & Malaysia announced, "I'm delighted that Robbie has agreed to step up and help run the Singapore agency. He has played a key role in agency's success over the last few years, and I'm sure he's going to do a great job taking on the added responsibility for the agency's day to day operations."

Bempasciuto joined the agency nearly 3 years ago as International Business Development Director. Since then he has spearheaded a number significant International and local account wins, which include the likes of Sony Ericsson Asia Pacific, MSIG Insurance, Tiger Beer and the Economic Development Board of Singapore.

He started out on the creative side, graduating from the school of visual arts. His first role was at the Campaign Palace progressing through the ranks of account service before joining Saatchi & Saatchi Sydney in 1995. Robbie's account management growth was mostly centred around blue chip FMCG brand's in Australia, until setting his sites on Asia. He then moved to Singapore in 2001 and has spent the past 7 years on International and regional account roles. For his first 5 years in Singapore he headed up the Heineken International (Amsterdam) business with Bates Asia before returning to the Saatchi network in 2006.

Bempasciuto commented, "The new role is a fantastic challenge, especially going into 2009. Saatchi Singapore has established itself as one of the Asia's leading agencies, and I'm looking forward to continue the efforts, taking the agency to even greater heights."

