



SCHEINER JOINS ROSETTA AS CHIEF CREATIVE OFFICER



Gary Scheiner has joined the New York office of Rosetta as Chief Creative Officer. Scheiner joins from TBWACHiatDay, New York, where he was the Executive Creative Director of the WorldHealth unit since 2007. He helped found and build the agency's consumer health care practice, which serves clients such as Pfizer. Scheiner also oversaw accounts including Michelin, Cablevision and TIAA-Cref. Previously, Scheiner was Executive Vice President, Executive Creative Director and Co-Managing Director of Rivet Global, New York. Scheiner has more than 25 DMA ECHO Awards, including two Diamond ECHOs; Cannes Gold Lions, New York Festivals, Caples, Kelly Awards, AME, Mobius, Tellys, and ADDYs, as well as numerous industry-specific awards. Founded in 1998, Rosetta is the largest independent interactive agency in the US, ranked in the top ten of digital agencies by AdAge, and is the fastest growing agency among the top 25 in the US. It is headquartered in Princeton, New Jersey, with offices in New York, Cleveland, Denver, Boston, and Chicago.

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