



SAATCHI NEW YORK BRINGS ON CHEEVER

SAATCHI & SAATCHI

Saatchi & Saatchi New York has brought on Claudine Cheever as Director of Strategic Planning. She joins from McCann Erickson in San Francisco, where she was Executive Planning Director for 10 months. Before McCann, Cheever was deputy director of the planning department at Omnicom Group's Goodby, Silverstein & Partners in San Francisco, where her clients included Comcast, Saturn and Frito-Lay. Cheever spent five years at Goodby. Cheever fills the vacancy left by Kristin Volk, who left to pursue an entrepreneurial opportunity in mobile marketing. Saatchi & Saatchi is a global advertising agency, headquartered in New York City. The company was founded by brothers Maurice (now Lord Saatchi) and art collector Charles in 1970. Saatchi & Saatchi has offices in over 80 countries around the world. In the US, Saatchi's largest clients are Toyota, Procter & Gamble and General Mills.

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