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## CHEIL USA TAPS ARKINSTALL FOR ENGAGEMENT DIRECTOR



Heidi Arkinstall has joined Cheil USA from Ogilvy New York as Engagement Director for the Samsung Consumer Electronics and IT divisions. Arkinstall was with Ogilvy for 12 years, where she was a senior partner. She led the planning and development of global strategy and creative work on campaigns for IBM Mid-Market & Channel. During her 12 years at Ogilvy, she was also a key driver on several other key IBM assignments in the US, Asia-Pacific and Oceania. Established in 1992, Cheil USA is the North American Regional Headquarters of Seoul, Korea's Cheil Worldwide, the 16th largest advertising agency in the world. Based in Ridgefield Park, New Jersey, Cheil USA has locations in Dallas, Texas; Toronto, Canada; and Mexico City, Mexico.

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