



DRAFTFCB NAMES HOWE PRESIDENT OF UK AGENCY

DRAFTFCB

Kate Howe has been hired as the new president of Draftfcb London as of July 6th. Howe joins the London office along with Mark Fiddes, Executive Creative Director; Simon Calvert, Head of Creative Business Solutions; and Mark Young, COO/ CFO. Howe joins from marketing agency Nitro. Previously, she was group marketing director at Gala Coral Group, managing director at Leo Burnett, and board director at AMV BBDO. Draftfcb is one of the largest global advertising agency networks with headquarters in both Chicago and New York. It is owned by Interpublic Group and was formed by the 2006 merger of Foote, Cone & Belding and Draft. The origins of Draftfcb date back to 1873, with the opening of the Lord & Thomas ad agency, which would later become Foote, Cone, & Belding.

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