
WCG HIRES JEFF YATES AS CREATIVE DIRECTOR

WCG

Global communications company WCG has hired Jeff Yates as creative director in its New York office. He joins from DraftFCB Healthcare, where he spent eight years as vice president and associate creative director. "Jeff is a proven and respected 25-year veteran who has built several brands into category leaders. He will play a key role in positioning WCG as an integrated strategic partner and agency of record to our clients," said Paulo Simas, WCG's chief creative officer. In his new role, Yates will focus on the company's digital, creative and interactive needs of its clients. WCG serves clients in offices in San Francisco, New York, Chicago, Washington D.C., Austin and London.

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