

Press Release

mcgarrybowen announces a new global organization

*mcgarrybowen will unite its global operations
around a unified brand umbrella and global leadership team*

New York, November 8, 2019—mcgarrybowen announced today a new global structure designed to accelerate its commitment to its clients to deliver a best-in-class global creative offering. Gordon Bowen, Founder and Global Chairman of mcgarrybowen and Global Chief Creative Officer of Dentsu, will lead the new global organizational structure, which combines U.S. and global offices under a unified brand umbrella. Bowen will oversee the global brand vision, ensure that it is executed in all markets, and champion growth as the flagship creative agency within the Dentsu network.

Bowen said, “At mcgarrybowen, we have been on an incredible journey and are dedicated to solving business challenges our clients face and finding creative solutions that will drive transformative business results for them. With growth and momentum fueling us, the time has come to unify around an integrated global offering and a single leadership structure. Toward that end, we are installing our most trusted and respected leaders.”

Bowen announced mcgarrybowen’s new global leadership team will include:

- **Jennifer Zimmerman, Global Chief Strategy Officer**, the architect of the agency’s hallmark and highly effective Masterbranding platform, will continue her role in providing world-class strategic counsel to the agency and its global clients. She will ensure a cohesive strategy and consistent story are delivered inside and outside the agency network.
- **Ned Crowley** will officially take on the title of **Global Chief Creative Officer**, in recognition of the essential role he has played in developing successful creative offerings around the world for the benefit of the agency’s global clients and the delight of its customers. Crowley will continue to elevate the creative focus in partnership with clients and creative leads in each office.
- **Jon Dupuis** will be appointed to a new position as **Global President**, taking on responsibility for the agency’s U.S. and global offices. This role for Dupuis comes following nearly 10 years of successfully leading the AMEX business globally. Dupuis brings multidimensional expertise across creative, media, data, and technology, along with a strong global appreciation of what today’s marketers face.

Dupuis said, “I am honored and humbled to be entrusted with leading mcgarrybowen’s next chapter as a global organization, harnessing the collective power of our talented people in serving the most iconic brands in the world.”

The new global structure and appointments take effect immediately.

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About mcgarrybowen

mcgarrybowen is a global, full-service, integrated marketing communications agency network headquartered in New York with offices in Chicago, San Francisco, London, Paris, Amsterdam, Mexico City, São Paulo, Shanghai, Hong Kong, and Bangalore. Part of the Dentsu Aegis Network, the agency was founded in 2002 on a simple request to clients: “Give us your biggest challenge.” mcgarrybowen has grown to become one of the most successful agency start-ups ever, earning “Agency of the Year” honors three times from *Ad Age* and *Adweek*, *Ad Age*’s “2017 Comeback Agency of the Year,” “2018 Agency to Watch,” and “2019 A-List Agency Standout.” Famous for Big Organizing Ideas and results-driven creative campaigns, mcgarrybowen counts some of the world’s most iconic companies as its clients, including Intel, American Express, Disney, Subway, The Clorox Company, The Kraft Heinz Company, Marriott, United Airlines, Chevron, Northrop Grumman, Hallmark, and Crayola. www.mcgarrybowen.com | facebook.com/mcgarrybowen | twitter.com/mcgarrybowen | instagram.com/mcgarrybowen