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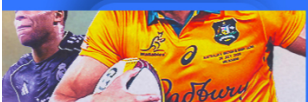
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## Atomic 212° promotes Kate LeMoine to head of client service



By Adam McCleery | 6 March 2026

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Kate LeMoine has been appointed head of client service at Atomic 212° Sydney, stepping up from group account director, AdNews can reveal.

LeMoine has spent close to a decade at Atomic 212°, moving through trading, investment and account leadership before taking the top client service role.

The promotion comes as the agency continues to grow under the Publicis Groupe, topping TrinityP3's new business rankings for 2025.

"Having worked at Atomic 212° for nearly a decade, I've seen the hard work, resilience and belief that a core group of people have poured into building this agency," LeMoine told AdNews.

She said the new business result reflected more than commercial performance.

"It reflects not just commercial success, but the culture, talent and ambition of the people here," LeMoine said.

LeMoine's cross-disciplinary background and experience shapes how she approaches partnerships and she is excited to bring this expertise to her new role.

"Those foundations are invaluable in client leadership today," she said.

"They allow me to have more credible, outcome-focused conversations, connect strategy to execution, and ensure ambition is always grounded in how media actually works."

On the current market, LeMoine said clients expect agencies to move well beyond experimenting with AI.

"We're all chatting the AI chat, but there is a clear expectation that agencies are going further, leading how it's applied to deliver genuine commercial impact, not experimentation for its own sake," she said.

Budget pressure is also sharpening client demands.

"They want clearer links between agency investment and business outcomes and greater confidence that every dollar is working harder," LeMoine said.

LeMoine said clients are equally looking for leadership from their agency partners, proactive thinking, a clear point of view and practical guidance on navigating difficult market conditions.

"How you show up for clients, through commercial thinking, proactivity and sound judgement, becomes the real differentiator," she said.

"That's what drives retention, expanded partnerships and advocacy, and ultimately underpins long-term, sustainable growth."

LeMoine, who has managed long-term clients including Keyton and Red Rooster, said durability in partnerships comes down to genuine investment.

"That authenticity is what turns a service relationship into a long-term partnership," she said.

"Client service today is about orchestrating that ecosystem while staying true to the agility and partnership that defined our early growth."

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Kate LeMoine. Credit: Atomic 212°



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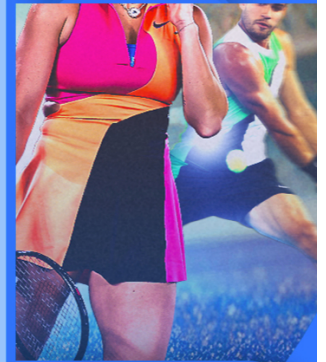
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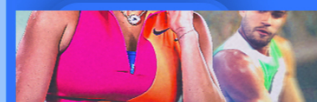
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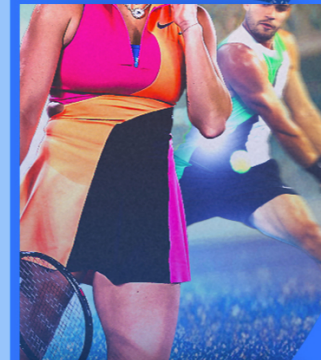
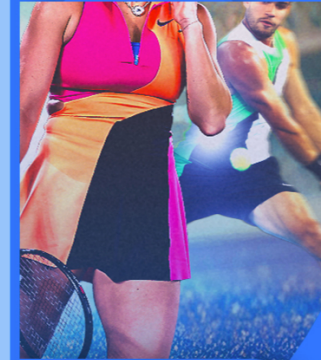
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