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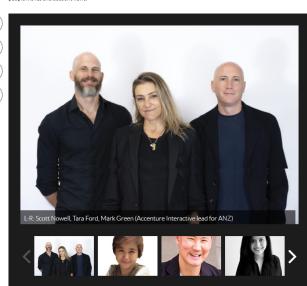
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# Move and win roundup: Week of February 1, 2021

Dentsu, Innocean, VCCP Singapore, TrinityP3, One Green Bean, Airtasker and more to come, in our weekly collection of people moves and account news.



This edition will cover February 1 through 5, 2021. Catch up on past people moves and business wins

The Monkeys appointed Tara Ford as chief creative officer in Sydney. She previously held the same position with DDB. She will replace The Monkey's co-founder Justin Drape, whose departure was announced Janaury 21, and work with group CCO and co-founder Scott Nowell. For J joined DDB as an ECD in 2017 and was promoted to CCO in September 2019. She worked on clients including Westpac, Volkswagen and McDonalds. Ant Keogh is the CCO in The Monkeys' Melbourne office.

Dentsu Asia Pacific appointed Rachel Ooi as APAC chief growth officer for its CXM (customer experience management) service line. She joins from Accenture, where she was managing director and industry X.0 lead (growth markets), based in Singapore. The appointment is effective immediately, and Ooi will report to Zhengda (Z) Shen, CEO of CXM for Dentsu APAC, and Owen McCorry, global chief growth officer for CXM at Dentsu. Ooi will be responsible for bolstering CXM's regional footprint through new business and organic growth, working with media and creative leads on integrated opportunities, the company said. She will also lead the regional rollout and implementation of the sales platform across all sales and account management functions. Prior to Accenture, Ooi was with General Electric (GE Digital). Dentsu said its CXM service line continues a rapid expansion via the Merkle brand, with nearly 4,000 people based in APAC

 $\textbf{Innocean Worldwide} \ appointed \ \textbf{Nicholas Kim} \ as its first \ global \ chief strategy \ officer. \ He \ was \ previously \ chief \ and \ an interpretation \ an interpretation \ and \ an interpretation \ an interpretation \ an interpretation \ and \ an interpretation \$ strategy officer with Publicis Groupe in New York. He will supervise business development across the agency's 29 operations in 20 countries. A Korean American, Kim is a global strategist with 20 years of experience in brand, digital, media, design and investment consulting. He has also worked at West, Huge and Prophet and has worked with brands including Google, GE, Samsung Electronics, Unilever, Nike and HP, He is also a member of the advisory council for Harvard Business Review.

 $\label{lem:vccP} \textbf{VCCP Singapore} \ \text{has launched its B2B practices}, VCCP \ \text{Business, hiring } \textbf{Jerone Larson} \ \text{as its B2B practice lead. In this newly created role, Larson will take leadership of VCCP's strategic, creative and delivery \ \text{Joseph Comparison}.$ requirements for its range of global, regional and local B2B clients. In doing so, she will tap the expertise of 150 professionals in 8 offices across APAC among VCCP partnership agencies like StratAgile (digital production, data and marketing automation), Corporate Citizenship (sustainability consultancy) and Good Relations (public relations and internal communications) as well as VCCP. Prior to this, Larson led and managed end-to-end global brand and demand generation campaigns at Omnicom's Doremus in New York for B2B clients such as the Singapore EDB, Akamai Technologies, National Instruments and Shell.

TrinityP3 Australia and New Zealand promoted Lydia Feely to general manager, appointed Kylie Sandercock as a finance consultant, hired Kate Guaran as a consultant, and appointed David Angell as business director in Melbourne. Feely has held a number of senior roles over 10 years with the firm.

Sandercock was most recently finance director for a boutique hospitality group and has held senior finance roles at Publicis Media, OMD, Dentsu and Havas. She will be working with long-term TrinityP3 senior consultant Lyndon Brill on financial analysis for TrinityP3 projects. Guaran has client-side experience with Vegemite and Canon, as well as agency experience. Angell returns to TrinityP3 following a stint in Singapore as the COO at Havas.

PR and social agency One Green Bean added Airtasker, a community marketplace for jobs, to its client portfolio following a three-way pitch. The agency will support the brand's growth plans in Australia and New Zealand. One Green Bean's clients include Nike, Coca-Cola, Dyson, Amazon and Afterpay.



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