

# Jared Kushner appointed CD at Digitas Liquorice

 By [Jessica Tennant](#)

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Jared Kushner has been appointed creative director at Digitas Liquorice Johannesburg.

Kushner brings 15 years' experience, including five years' creative directing at agencies Wunderman, Leo Burnett and Arc. He has delivered award-winning work for clients Amstel, Ford, MTN, Coca-Cola, Visa, Unilever, Standard Bank, Fiat and Mercedes Benz.

"Jared came in with an energy that was immediately felt across the floor," says ECD Brian Carter. "His depth of creativity and passion for digital has sparked an exciting journey at Liquorice. We are pleased to welcome him to the business and I look forward to working with him side to side."

Here, Kushner tells us why he's excited to join the agency and about working in the digital space...

■ **What excites you most about joining the agency?**

I'm excited to join an agency that I believe is well geared up for the future. The future for digital is now and we are finding that more and more brands need to play in this space.

■ **What do you love most about your career in digital?**

The endless possibilities. If you can dream it, you can do it.

■ **What did it take to get to where you are today?**

Many, many, many late nights.

■ **What's at the top of your to-do list in your new position?**

I want to build a team of happy, dedicated and rewarded people. Personally, I want to learn and grow from the many different minds at Liquorice.

■ **What are you currently reading/watching/listening to for work?**

I follow *Campaign* religiously.

■ **Tell us something about yourself not generally known.**

I've got over 20 pairs of sneakers.



Jared Kushner

## ABOUT JESSICA TENNANT

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