

FCB Worldwide appoints chief client officer

FCB Worldwide CEO Carter Murray has announced that Erika Darmstaedter has been promoted to chief client officer, FCB Worldwide. In the newly created role, Darmstaedter, who will continue to lead the global Beiersdorf account, will work with account management across the network to guide client strategy and ensure best practices are in place for the strongest possible client/agency relationships.

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