

# VWV Group appoints Terry Behan as CEO: EMEA

Brand experience agency, the [VWV Group](#), has appointed Terry Behan as the CEO of the EMEA division (Europe, Middle East and Africa). Behan has extensive work experience in these areas and will fit into VWV's expansion plans.



Terry Behan

VWV has been studying and analysing various growth options. Its first international expansion was into the US where it established offices in 2004. To date, VWV has offices in Chicago, Illinois and Dallas, Texas. VWV's next area of presence-driven expansion is into selected sub-Saharan African markets.

After thorough examination of key strategic options, formalising its footprint on the African continent was an easy conclusion for the agency. This follows extensive work VWV has done in several African countries for clients such as Samsung, Airtel, MTV, Redd's, and Nando's.

## Establishing a global agency structure

Behan said, "I've always admired VWV as an organisation and am excited to be working with the agency. My role at VWV will be to broaden its geographical footprint and to establish a global agency structure. I believe that clients on the continent are crying out for a more sensible, creative, and strategically structured way of engaging with their target audiences - something that VWV can deliver on."

VWV's initial focus will be on Nigeria, Ghana, Benin, Kenya, Ethiopia, Uganda and the Democratic Republic of Congo. Its choice of territories has been guided by global economic influences and the role the BRICS countries are playing in contributing to global GDP.

## Forming key strategic partnerships

As VWV builds its presence in sub-Saharan Africa it will form key strategic partnerships with best-of-breed service providers in the sectors it operates in. "This is definitive because we are very mindful that building and transferring skills to local partners is critical. Furthermore, VWV will ensure that it leaves a fair amount of financial resources in the countries where we do business. We're in this for the long haul and we can only deliver through the high quality relationships we form," concluded Behan.

Mark Steinhobel, founder and chairman of VWV, said, "For many years VWV has successfully worked throughout Africa, and since 2008 it has been on our list of strategic priorities for expansion. Before we could get serious about the opportunity however, we needed the right individual to head up a dedicated division to run Africa and the Middle East. We're extremely happy to have Terry on board, both for his knowledge and experience in the EMEA region, and his strength in strategy and strategic creative."

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