

HS&E appoints new CEO

Havas Sports & Entertainment (HS&E), the brand engagement network of the Havas Group, is pleased to announce the appointment of Tove Okunniwa as the new CEO of HS&E UK.

A creative and experienced marketing and sponsorship professional, Tove will be responsible for overseeing daily business operations, client and partner relationships, strategy, and new business development for HS&E UK. She will lead a team of 30 sports and entertainment professionals who work with a number of leading brands and organizations including The Coca-Cola Company, The Football Association, The Lawn Tennis Association, Sport England, AEG, and Yahoo!.

Tove joins HS&E after seven years at MEC Access UK, where she held the role of managing director, tripling the size of the division and delivering effective communication campaigns for clients such as Danone, Wrigley, Specsavers, Morrisons, and Sony Ericsson, among others, around their sport and entertainment partnerships. Before going agency-side, Tove had a successful career at the BBC as head of marketing for BBC Sport and head of digital marketing, as well as other marketing roles for Radio 3, Radio 2, and BBC TV.

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