

iCrossing Appoints IAB's Guy Phillipson As UK Chairman

Wednesday 11 January, 2017

'This is great news for iCrossing. Guy is an industry giant who I'm excited to work with in 2017. Our ambition is to become the marketing agency for a modern world and I'm confident that Guy's deep digital marketing expertise and extensive industry relationships will help us achieve this vision. It's going to be a great year.' said iCrossing's UK CEO Mark Iremonger.

Commenting on his appointment, Guy Phillipson said, 'This is a very exciting time for me to be joining iCrossing, which boasts an impressive offering for today's marketer. There are valuable opportunities for innovative partnerships with Hearst UK, as well as the recently acquired content marketing specialist, Mediablaze. I'm very much looking forward to helping the agency's management strengthen their powerful agency brand. Over the last decade, I've enjoyed a bird's-eye view of the UK's maturing digital media marketplace and I know progressive clients are demanding the integrated services iCrossing delivers so well.'

Phillipson joins iCrossing on a part-time basis and reports to global CEO Nick Brien, who said 'Guy is an experienced veteran of the UK advertising industry and I'm delighted he's joining us to broaden iCrossing's leadership team in the UK. Guy's a proven driver of marketing transformation, whether through the lens of digital media or technology innovation whilst providing vital strategic thinking for transforming brand marketing across all industry sectors.' iCrossing is an integrated digital marketing agency that offers digital strategy, impactful content creativity, performance media and technology activation.

The appointment of Guy Phillipson comes hot on the heels of iCrossing's acquisition of a stake in Mediablaze, a world-leading content marketing agency. iCrossing provides a compelling, results-driven service for major brands including M&S, Barclays and L'Oréal.

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