Superunion hires Ian Wharton as Chief Experience Officer

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The UK creative company is bolstering its senior leadership team with executive appointments

28 October 2021. London: Today, WPP's Superunion announces Ian Wharton to the newly created role of UK Chief Experience Officer. Ian will be responsible for bringing together creativity with business transformation and experience design to help drive innovation and growth for Superunion and its clients.

Ian joins from Publicis Sapient where he was VP, Executive Creative Director and led the UK Experience Design practice. Prior to that he spent six years at AKQA as part of its global creative leadership representing clients including Formula 1 and Volvo Cars. He was also a founding partner of tech startup Zolmo, the studio behind the top-grossing Jamie Oliver apps with over 20 million downloads.

Bringing with him extensive leadership and experience helping companies deliver high-profile design and innovation projects, Ian has been honoured by the Apple Design Award, Royal Television Society, D&AD and the Art Director's Club for his work. He is also the author of *Spark for the Fire: How Youthful Thinking Unlocks Creativity* and the founder of Aide Health, a digital service which uses conversational AI to improve care for people with chronic illness.

Holly Maguire, CEO, Superunion, said: "Technology and design sit at the heart of Superunion, so the time is right to welcome Ian into the heart of the business. He has the creative chops, entrepreneurialism and revolutionary spirit to push the boundaries of creativity for our clients. It's a really exciting time for us as a company and we're seeing growing demand for the truly innovative creativity Ian is famous for - helping our clients create positive, meaningful change in the world."

Ian Wharton, Chief Experience Officer, Superunion, said: "It's a pleasure to join an experienced team with such high standards of creativity and craft. The ambitions of Superunion match my own and I'm looking forward to helping shape the work that's to come."

ENDS

Please find visuals here:

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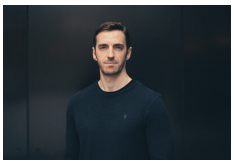
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About Superunion

Superunion is a revolutionary creative company. We believe in the power of ideas to create positive, meaningful change. Our expertise includes brand strategy, identity, communications, and brand management. With 750 people in 17 countries, Superunion works with clients including NASA, Intel, Tencent, Ericsson, Alibaba, Bank of America, HSBC, Colgate, Heineken, Nestlé and the BBC.

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