

PRESS RELEASE

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Marketing, Technology and creative agency LBi UK have promoted Simon Gill and Laura Jordan-Bambach to executive creative directors

Simon Gill and Laura Jordan-Bambach have been promoted to joint Executive Creative Director of the 450 strong digital agency LBi UK.

Laura Jordan-Bambach has been instrumental on winning pitches for 118 118 since arriving from Glue in January where she was Head of Art. At LBi she also works on Red Cross, Ethiad, M&S. She will also be working on a global rebrand of LBi with LBi's Global Creative Director Chris Clarke. She has over 50 pieces of award winning work in her portfolio. Laura launched SHE SAYS which is an inspirational charity inspiring women in digital. She judges D&AD Black Pencil, One Show Digital and Creative Circle to name but a few. Her aim is to turn LBi into a seriously creative new marketing agency known for creating unique, useful and authentic brand experiences.

Simon Gill has worked at LBi for 3 years. He works across all key accounts including Tourism Ireland, Orange, HMV and Barratt Homes. In terms of awards he has won Epicas, Crestas, New York Festival, Bima, Guardian MEGA, Campaign Digital, Webby, NMA Effectiveness & London International. His aim is to build a modern creative agency by harnessing technology to creative new forms of narrative.

It is quite simple – We've built our proposition around building believable brands and to take that forward we've promoted two key individuals who have a passion for strong creative. Chris Clarke Global Creative Director LBi.

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About LBi:

LBi is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full service agency of its kind in Europe, LBi provides the full

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range of digital capabilities, including digital strategy, branded content, service design, media, CRM, technology, managed hosting and support services. The Company employs over 1,600 professionals located primarily in the major European, American and Asian business centers; such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBI is listed on Nasdaq OMX in Stockholm and NYSE Euronext in Amsterdam (symbol: LBI).

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