

PRESS RELEASE

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No 1 Global Marketing and Technology agency LBi strengthens and expands planning offering

Jake Dyer and Ed Beard have joined LBi to take brand engagement to another level for customers under Maureen Cuddihy, Head of Planning. Both come with a stellar pedigree. Jake who takes the role at LBi as Planning Partner comes from agency.com where he had been Head of Strategy and Planning and part of the management team. At agency, Jake created award winning work for brands like BA and IKEA, including award winning digitally led integrated activity. Prior to Agency.com, Jake worked for Tequila and TBWA\GGT as a Planning Director and CRM expert. Jake brings his broad planning skillset to LBi.

Ed takes the role of Senior Planner at LBi, coming from Digitas where he worked on both B2B and B2C for clients like HP, Shell and Lloyds. While at Digitas, Ed has created award winning work for HP. Ed started his career as a BBC journalist and brings his journalistic experience into the world of creating 'earned' media engagements for LBi's clients.

Caroline McGuckian, LBi's Global Media Director says "These hires reflect LBi's continued focus on strategic digital thinking throughout a consumer's journey with a brand and evidence our commitment to providing clients with the best talent available to work with them in today's ever changing landscape"

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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 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,

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