

Innocean Worldwide Europe Appoints New President & CEO Mr. Jay (Sang Hoon) Rhee

Contributed by Innocean
Thursday, 25 June 2015
Last Updated Thursday, 25 June 2015

INNOCEAN Worldwide Europe GmbH today announced the appointment of Jay Rhee as its new President & CEO. Jay is charged with continuing to accelerate the growth of the company's European operations with a strong focus on creative output to help INNOCEAN continue to expand its business offering into sectors outside of Automotive. The announcement follows the recent appointment of Jeremy Craigen, based in UK, as Global Chief Creative Officer (CCO) to help INNOCEAN elevate the quality of its creative work. The new appointments serve to reinforce the company's desire to grow its European operations and to put creativity at the centre of business development initiatives.

On his appointment, Jay Rhee said: "I'm really excited to be in Europe with INNOCEAN at a time when the company is experiencing such impressive growth. INNOCEAN is the world's youngest global network; born in the digital age. The time is right for us to disrupt convention and tease creative boundaries to help expand our portfolio of Clients. And though we will continue to service Hyundai and KIA at a time when their ambitions are growing, our motivation and hunger to target new sectors is at an all-time high."

Rhee has over 25 years of experience in global marketing and communications and joined INNOCEAN shortly after its Global establishment in Seoul, South Korea in 2005. He arrives at INNOCEAN's European Headquarters in Frankfurt from his former base in Russia where he was President & CEO of INNOCEAN's cluster of emerging market offices comprising Russia, India and Turkey. Rhee's appointment coincides with a string of successful operational coups and new business wins for the company.

With 8 European offices in 8 markets and 250+ staff from almost 40 different nationalities, INNOCEAN provides thought leadership and 360° fully integrated Marcomms solutions to its European clients - from "Above the line" to "Space & D" and a variety of disciplines in between.