

ITG bring big-brand experience into senior leadership team with two new Managing Partner appointments

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ITG, the tech-enabled, agile content business, have appointed industry veterans Rachel Johnson and Kate Regan as Managing Partners to drive their focus on content delivery for leading brands and retailers around the world.

The move sees Johnson promoted from Business Unit Director, and Regan join the company from ARIAN GmbH.

ITG CEO, Andrew Swinand, commented: "Having worked with major brands throughout their careers, Rachel and Kate both have a real understanding of the current challenges faced by businesses around content production at scale, and the solutions they require. Adding their unique skillsets to our senior team means we can support even more clients to deliver the engaging, tech-enabled, agile content they need to not only meet demand on every channel, but to grow their business and reduce marketing costs."

Rachel Johnson was instrumental in transitioning John Lewis Partnership (JLP)'s in-house agency over to ITG earlier this year, leveraging ITG's technology and teams to produce more high-quality content at a lower cost. Throughout her career, Johnson has worked with iconic brands including LEGO, Merlin Entertainments, David Lloyd, LTA, N Brown, ASDA and more, helping them to simplify their marketing processes, embrace collaboration and deliver more relevant, engaging content to their customers.

New hire Kate Regan has worked in the marketing communications industry for over 20 years, with extensive experience in client services across Europe and the US. Consistently at the forefront of day-to-

day client and business requirements, as Managing Partner at ITG she will be firmly focused on simplifying brands' complex marketing operations to drive meaningful efficiencies. Regan understands the challenges faced by clients across their marketing supply chain, and will use her unique industry insights to deliver simplified, actionable solutions.

ITG are partnered with clients such as KFC, Co-op, Currys, Haleon, Heineken and more, working in close collaboration with these major brands and retailers, along with their agency partners, to translate hero creative into halo content at scale.

This is achieved through ITG's four content pillars: Capture (AI & AR-enabled film and photography), Create (channel-specific content delivered at the speed of retail), Automate (Gartner(r)-recognised Content Marketing Platform) and Integrate (unifying diverse technologies into one coherent ecosystem).

Andrew Swinand added, "ITG's four pillars unite technology, production and creativity in a way that's unique in this industry, enabling us to translate our clients' hero concepts into engaging halo content at scale. Rachel and Kate are both inspirational leaders that will be key in delivering our halo content proposition to a wider array of global brands, while helping our existing clients to maximise their benefits."