

WPP appoints Jane Geraghty as chief client officer

WPP has appointed Jane Geraghty as its chief client officer. Her responsibilities include overseeing WPP's global client leaders and managing key client relationships.

Geraghty is a marketing, brand and communications expert with nearly 30 years of experience. She has worked for advertising and marketing companies on both sides of the Atlantic, including Saatchi & Saatchi, McCann-Erickson and Ogilvy New York.

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