

# Marketing

## **JWT promotes Gibb to find new clients**

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JWT Canada has promoted David Gibb to executive vice-president and managing director.

Gibb, 44, says his new role puts him in charge of the agency's new business efforts, while continuing to work with existing clients.

He says the responsibility for new business development was previously shared by several of the Toronto-based agency's executives. The new role, he says, "came about by us recognizing that that's where we had to put a little bit more focus."

Gibb began his career at JWT, a unit of WPP, in 1988, working there until 1991, when he left to join Cossette Toronto, where he eventually become a client service director. He returned to JWT in 2000 as vice-president, group account director.

Gibb will continue reporting to JWT president and CEO Tony Pigott.