



TBWA\HAKUHODO Inc.
株式会社 TBWA 博報堂
Tel: 03-5446-7386 Fax: 03-5446-7242
www.tbwahakuhodo.co.jp

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Change in Top Management at TBWA\HAKUHODO Inc.

Luis DeAnda to take over as COO

TBWA\HAKUHODO Inc., represented by President & CEO Ichiro Zama and headquartered in Minato-ku, Tokyo, has announced the appointment of Luis DeAnda as Chief Operating Officer (COO).

Luis DeAnda, aged 38 and from California, first came to Japan in 2002 to work as Global Account Director within G1 Worldwide.

He is currently serving as Group Account Director at TBWA\HAKUHODO and Regional Managing Director of Media Arts Lab, the unit dedicated to the Apple business in Japan and China.

TBWA Worldwide will announce the new position of current COO Gary Wenzel at a later date.

Address inquiries concerning this press release to:

TBWA\HAKUHODO Inc., Business Planning Division, Public Relations

Attn: Asano

TEL: 03-5446-7386 FAX: 03-5446-7242

e-mail: kayoko.asano@tbwahakuhodo.co.jp