

Kirsten Leeuw to head TBWA\Hunt\Lascaris strategic planning team

TBWA\Hunt\Lascaris has announced the appointment of Kirsten Leeuw as head of strategic planning at the agency - an appointment that will see her bringing fresh energy and insights to strategic planning and operations for the benefit of clients.

She brings to her position marketing experience which began at IQ Business Group, where she was employed within the process and innovation division, rising from business analyst to associate in two years. During this time she was approached by McKinsey and Company to participate in their leadership programme. It was while on the leadership programme that she got to spend time at TBWA\Hunt\Lascaris working on brands in the company's portfolio.

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