

Mirum CEO Dan Khabie resigns

Dan Khabie has resigned as CEO of Mirum, a WPP-owned digital agency network. He has departed the role in the pursuit of other ventures outside the holding company and has agreed to stay on during a six-month transition process.

His decision follows the merger of Wunderman and JWT, the latter of which acquired his former agency Digitaria in 2010 and combined it with 10 other shops to form Mirum five years later.

Khabie did not elaborate on any specific plans regarding a new venture but said he hoped to have a related announcement in the coming months that would "definitely" fall within the marketing and technology sectors.

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