

Cohn & Wolfe and GCI in London to extend collaboration

29.9.05. Donna Imperato, Global CEO of the Cohn & Wolfe GCI Holding Company today announced an extension of the collaborative arrangements between GCI and Cohn & Wolfe with the promotion of Jonathan Shore (currently MD Cohn & Wolfe, London) to UK CEO of the Holding Company. The entity was established in April, 2005 to allow synergies between the two firms which will help enhance client relationships.

As UK CEO, Jonathan Shore will divide his time equally between the two agencies. Adrian Wheeler will remain as GCI Chairman, Caroline Page will continue in her role as Cohn & Wolfe Deputy MD, and David McLaren maintains his role as Chairman, Cohn & Wolfe London.

“This arrangement creates significant opportunities for both agencies”, says Imperato. “The strength of the GCI network across Europe will allow Cohn & Wolfe to extend its geographic reach and offer clients a true multi-market capability. Cohn & Wolfe’s strength in Healthcare will help build the practice at GCI. Both agencies will begin to share their resources and expertise while continuing to operate as independent brands and separate agencies in the UK and globally.”

Welcoming the move, Jeff Hunt, CEO, GCI said: “GCI and Cohn & Wolfe are already reaping the benefits of close collaboration in the U.S. It will greatly benefit both agencies to extend this arrangement into the U.K.”

Jonathan Shore added: “GCI has superb talent and an impressive roster of clients across Europe and I’m looking forward to working with its people and clients. We’ve already collaborated on joint pitches and projects over the past few months and there’s a lot more synergies to come.”

Ends

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