# Agencies double down on content and tech with hires that marry generative AI and scaled production



Campaign’s weekly round-up of moves across adland captures a steady churn of senior hires, internal promotions and strategic appointments as networks and independents alike gird for faster, data-driven creative work and expanded content capabilities. The latest bulletin highlights a mix of external recruitments and home-grown promotions at agencies and tech‑led consultancies, reflecting both growth and a focus on capability building.

Lucky Generals has invested in a dedicated content lead, appointing a chief content officer to drive integrated, content‑first strategies across channels. According to reporting, the role is intended to fortify long‑form storytelling, boost organic reach and SEO performance, and make content a more central part of the agency’s creative offer — a tactical hire designed to position the firm for tougher competition and longer‑term audience engagement.

Independent production and social agency Coolr has promoted three senior creatives as it scales: a new director of creative studios, a creative director (editorial) and a head of video. The internal elevations are being presented as a way to strengthen delivery for an expanding client list — including retail and quick‑service brands — and follow a period of substantial revenue and headcount growth that the agency says has fuelled its push for more ambitious, social‑first work.

At BMB, the account leadership bench has been strengthened with the promotion of Matt Bonny to head of account management. Bonny’s progression at the agency since 2019 and his stewardship of major accounts are cited by the agency as evidence of the benefit of promoting from within, with the new role focused on fortifying client teams and nurturing future leaders as BMB continues to expand.

Within the dentsu group, Merkle has announced a set of senior hires aimed at bolstering Americas and global customer‑experience capabilities. The company said in a press release that new appointments across CRM, operations, technology and commerce are designed to sharpen its data‑led experience offer and accelerate delivery of integrated client solutions — a reminder that holding‑company networks are still investing heavily in specialist leadership to marry technology with creative planning.

Meta’s regional leadership also shifted: the company has named Derya Matras as vice‑president for Europe, the Middle East and Africa, succeeding Angie Gifford and joining Nicola Mendelsohn’s leadership team. The appointment, announced by Meta’s newsroom, includes a transition period with Matras taking full responsibilities later in the year and reflects the continued senior reshuffle at platforms as they adapt regional strategies.

The thread tying several of these moves together is investment in technology and scaled production. In an interview, Dentsu Creative’s global brand president described how the agency is operationalising generative AI — through in‑house tools and partner integrations — to automate personalised content at scale and build bespoke content supply chains. Those comments underline why agencies are not only hiring senior client and creative leaders but also backing technical capability and platforms to meet demand for tailored, high‑velocity output.

Taken together, the appointments and promotions recorded this week point to an industry balancing talent retention with capability expansion: agencies are promoting internally to sustain delivery while recruiting senior specialists to close gaps in content, commerce and technology. The moves also reinforce a recurring reality in adland — that leadership hires and new tools are complementary investments, and that the proof of their value will be measured in client outcomes and market momentum in the months ahead.

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* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[2]](https://franetic.com/lucky-generals-names-new-content-chief/)
* Paragraph 3 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[3]](https://www.lbbonline.com/news/coolr-makes-3-senior-leadership-promotions)
* Paragraph 4 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[4]](https://www.lbbonline.com/news/bmb-promotes-matt-bonny-to-head-of-account-management)
* Paragraph 5 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[5]](https://www.merkle.com/en/merkle-now/press-releases/2025/merkle-welcomes-key-leaders.html)
* Paragraph 6 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[6]](https://about.fb.com/news/2024/11/derya-matras-announced-as-metas-vice-president-of-europe-middle-east-and-africa/)
* Paragraph 7 – [[7]](https://www.mediapost.com/publications/article/403055/dentsu-creative-global-brand-president-shares-view.html), [[5]](https://www.merkle.com/en/merkle-now/press-releases/2025/merkle-welcomes-key-leaders.html)
* Paragraph 8 – [[1]](https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785), [[2]](https://franetic.com/lucky-generals-names-new-content-chief/), [[3]](https://www.lbbonline.com/news/coolr-makes-3-senior-leadership-promotions), [[4]](https://www.lbbonline.com/news/bmb-promotes-matt-bonny-to-head-of-account-management), [[5]](https://www.merkle.com/en/merkle-now/press-releases/2025/merkle-welcomes-key-leaders.html), [[6]](https://about.fb.com/news/2024/11/derya-matras-announced-as-metas-vice-president-of-europe-middle-east-and-africa/), [[7]](https://www.mediapost.com/publications/article/403055/dentsu-creative-global-brand-president-shares-view.html)

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## Bibliography

1. <https://www.campaignlive.co.uk/article/movers-shakers-lucky-generals-dentsu-creative-meta-bmb-coolr-gain-smartly/1928785> - Please view link - unable to able to access data
2. <https://franetic.com/lucky-generals-names-new-content-chief/> - Lucky Generals has appointed a new chief content officer, a strategic hire intended to strengthen the agency’s storytelling and content-led offer. The article explains that the role will drive integrated content strategies across channels, enhance brand engagement and support the agency’s creative output amid a competitive market. It highlights the importance of a dedicated content lead for sustaining long-form narratives and improving SEO and organic reach, noting the appointment as a sign of Lucky Generals’ intent to invest in content capability and innovation. The piece frames the hire as both tactical and cultural, positioning the agency for growth.
3. <https://www.lbbonline.com/news/coolr-makes-3-senior-leadership-promotions> - Coolr has promoted three senior members of its creative and production teams as the agency scales. Ben Jones is elevated to director of creative studios, James Parker becomes creative director (editorial) and Mez Beni is appointed head of video. The article describes how these promotions will strengthen delivery across clients including Lidl, Samsung, Deliveroo and Burger King, and reflects the agency’s 70% revenue growth and headcount expansion over the prior year. It frames the internal moves as part of Coolr’s broader growth strategy and commitment to developing internal talent to support an expanding roster and more ambitious social-first creative.
4. <https://www.lbbonline.com/news/bmb-promotes-matt-bonny-to-head-of-account-management> - BMB has promoted Matt Bonny to head of account management following his tenure as business director. The announcement outlines Bonny’s progression within the agency since joining in 2019 and his stewardship of key accounts such as Nike and Farrow & Ball, as well as his contribution to new business wins. The piece explains that his remit will cover strengthening client teams and nurturing future agency leaders, reflecting BMB’s rapid growth and internal leadership development. The report notes the promotion as part of a broader senior restructuring and positions Bonny as central to maintaining momentum across the agency’s expanding client work.
5. <https://www.merkle.com/en/merkle-now/press-releases/2025/merkle-welcomes-key-leaders.html> - Merkle, the dentsu-owned customer experience and CXM specialist, announced four senior appointments to advance Americas and global capabilities. The press release details the hiring of David Novak as global CRM lead, Missy Foristall as COO Americas, Dan Knauf as CTO Americas and Eric Buss as head of customer experience and commerce Americas. Each appointee brings sector experience across CRM, operations, engineering and commerce, intended to sharpen Merkle’s data-led CX offer and accelerate growth. The release highlights the hires as strategic to Merkle’s focus on data, analytics, CRM and commerce, and to deliver integrated client solutions across technology and experience domains.
6. <https://about.fb.com/news/2024/11/derya-matras-announced-as-metas-vice-president-of-europe-middle-east-and-africa/> - Meta announced the appointment of Derya Matras as Vice President for Europe, the Middle East and Africa, succeeding Angie Gifford. The newsroom post outlines Matras’s progression within Meta since 2015, her prior leadership across Africa, the Middle East and Turkey, and her expanded responsibilities that included the UK and Northern Europe. It explains that she will join Nicola Mendelsohn’s leadership team and assume full responsibilities in December following a transition period. The piece highlights Matras’s experience in scaling teams and supporting business growth on Meta’s platforms and frames the move as continuity of leadership across the region.
7. <https://www.mediapost.com/publications/article/403055/dentsu-creative-global-brand-president-shares-view.html> - An interview with Abbey Klaassen, global brand president of Dentsu Creative and CEO of Dentsu Creative U.S., explores the agency’s approach to AI and creative production. Klaassen discusses the adoption of generative AI tools such as the in‑house Merkury platform and the integration of these capabilities with partners like Adobe to automate personalised content at scale. The article highlights Dentsu Creative’s emphasis on audience understanding, bespoke content supply chains and operationalising AI to enhance creativity and efficiency. It positions the agency’s leadership hires and tech investments as central to delivering scalable, data-driven creative solutions for clients.