# R/GA appoints Guill Rodas as APAC CTO to drive AI-native innovation



R/GA has announced the appointment of Guill Rodas as its new chief technology officer (CTO) for the Asia-Pacific (APAC) region, signalling a strategic emphasis on AI-native solutions and technologically driven creative initiatives across Southeast Asia, North Asia, and Australia.

In his role, Rodas will collaborate closely with Ben Miles, R/GA’s chief design officer for APAC, to consolidate and advance the agency’s technology practices throughout the region. He will spearhead the development of AI-enabled capabilities in partnership with Nick Coronges, R/GA’s global chief technology officer, as part of a broader initiative to modernise the agency's offerings under a new independent operational model. Rodas is expected to transform bespoke projects into scalable intellectual property and technological frameworks.

Bringing over 15 years of experience that bridges creativity and engineering, Rodas began his career as a graphic designer and front-end developer. He progressed into leadership roles in technology at prominent firms including Deloitte Digital, VERSA, and Isobar. Most recently, he served as director and national head of front-end engineering at Deloitte Digital, overseeing digital projects for notable clients such as Mecca, Toyota, and NAB.

Commenting on his appointment, Rodas told Marketing-Interactive, “R/GA has always been at the forefront of combining creativity and technology to drive impact. I’m excited to carry that forward, creating a more connected, future-ready technology practice that empowers our teams and clients across the region.”

Nick Coronges added, “In our new independent model, R/GA is supercharging our technology capabilities to support client growth and accelerate our offerings. Guill will be a crucial leader as we chart this course in APAC and across the R/GA network.”

This leadership change comes amid R/GA’s recent transition to independence following a private equity-backed buyout from Interpublic Group (IPG), ending a 23-year affiliation. Under the guidance of CEO Robin Forbes and chair Tiffany Rolfe, the agency has teamed up with Truelink Capital to reclaim autonomy and reshape its business model with a strong focus on AI-driven innovation.

R/GA’s evolution includes the establishment of a US$50 million Innovation Fund dedicated to emerging technologies, acquisitions, and enhancing capabilities. Alongside this, the agency is implementing structural reforms such as new remuneration models and a flexible talent network, aiming to transcend conventional marketing methods and unlock the creative potential of artificial intelligence for brand clients.

This strategic move positions R/GA as one of the largest independent creative agencies globally, with a clear intent to lead in AI-enabled marketing innovation.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://lbbonline.com/news/rga-guill-rodas-apac-cto> - Confirms Guill Rodas's appointment as R/GA's chief technology officer for the APAC region and details his role in leading AI-native technology initiatives alongside Ben Miles and Nick Coronges.
2. <https://www.marketing-interactive.com/r-ga-names-chief-technology-officer-for-apac> - Supports the announcement of Rodas’s appointment and highlights R/GA’s strategic emphasis on AI-native solutions and technology-driven creativity across Asia-Pacific.
3. <https://www.adnews.com.au/news/r/ga-appoints-chief-technology-officer-for-apac> - Corroborates Rodas’s previous roles, including his leadership at Deloitte Digital, and his new leadership position at R/GA as CTO for APAC.
4. <https://mumbrella.com.au/r-ga-nabs-new-cto-from-deloitte-digital-871916> - Details Rodas’s career background at Deloitte Digital and his transition to R/GA as the new CTO for the Asia-Pacific region.
5. <https://www.marketing-interactive.com/r-ga-independent-innovation-fund> - Supports information about R/GA’s recent independence from IPG via private equity buyout and the establishment of a US$50 million Innovation Fund focused on emerging technologies and AI.
6. <https://www.forbes.com/sites/forbesagencycouncil/2025/04/20/how-independent-agencies-are-finding-new-growth-opportunities/> - Provides context on the strategic importance of agency independence, including shifts in business models and investment in AI-driven innovation, aligning with R/GA’s recent transition and focus on AI-enabled marketing innovation.
7. <https://news.google.com/rss/articles/CBMiigFBVV95cUxNeU9PR3Z3T1NLd0tnTVlVQ1FHR1FCdFFvSVA5RDBRalUta3BIQXRoeUw1Y1FkNFpQeEliRmUwRGY1Rzh3MERVbVpfR3dPeXdJZHM2T3BZeDd3Y2loMTdvd3JaU1M0bmtIMHgtM1RlQy1WZ2tRLTQwb1U0THRrWS1LWTFGcmhuRTJ1TkE?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data