



VIRTUE APPOINTS SUSIE LYONS HEAD OF STRATEGY, NORTH AMERICA

The appointment rounds out the agency's North America leadership team



Today **VIRTUE**, the agency born from VICE announced **Susie Lyons** as its newest addition to its North America leadership team.

As **Head of Strategy**, Lyons will oversee the Strategy, Communications Planning and Intelligence teams across VIRTUE's offices in Brooklyn, Los Angeles and Toronto.

Lyons joins from DDB New York where she served as Head of Strategy. There, she led the strategic vision for the agency and across all clients including Kroger, Capital One, Unilever, and the Tribeca Film Festival. Prior to DDB, Lyons served as VP, Marketing Strategy at the Lifetime Network where she led marketing strategy for all Lifetime and Lifetime Movies linear and editorial campaigns. Throughout her 15 year career, Lyons has worked at other notable agencies including Deutsch LA, 180LA, David and Goliath, Team One and Hill Holiday.

"What attracted me to VIRTUE, aside from partnering with Krystle, Simon and Marianne, and the incredible talent across the network was the opportunity to do something different and

meaningful, something truly at the forefront of pop culture, fueled by the power of VICE, a brand I have admired since reading its magazine as a teenager," said **Lyons**.

In her new role Lyons will report directly to Krystle Watler, VIRTUE's Managing Director, North America.

"Susie not only brings incredible experience to VIRTUE, but most importantly, a collaborative attitude and point of view on brands and the industry," said Watler. "Her track record speaks for itself, and I'm so thrilled to be working closely with her as she leads our brilliant strategy teams and helps myself and the rest of the team to push the agency forward," said **Watler**.

In September, VIRTUE announced new global leadership, appointing Rob Newlan as Global President, Krystle Watler as Managing Director, North America and bringing on Simon Mogren as Executive Creative Director, North America. With Marianne Pizzi as Head of Client Services, Jill Rothman as Head of Production, Daniela Asaro as Head of Integrated Production, and Tara Garcia as Head of Recruiting, Lyons' appointment rounds out VIRTUE's North America leadership team.

It's been a particularly exciting year for VIRTUE, as the agency picked up 28 new clients across North America and 45 across international markets, in addition to taking home one Grand Prix, one Glass Award, 7 Lions and a total of 23 shortlists at the Cannes Lions Festival of Creativity.