

Steven Moy is Barbarian's new CEO

Adweek reports that Steven Moy will replace Cathy Butler as Barbarian's new CEO.

Moy joins the agency after about two years with R/GA as EVP, US chief technology officer, where he was responsible for monetising R/GA's technology partnerships and investments.

An industry veteran of over 30 years, Moy has led digital transformation initiatives for brands including McDonald's, Mass Mutual, Carnival, Marvel, CVS Health, Shiseido, Express Scripts, Girl Scouts USA, Johnson & Johnson and Huawei.

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