James Wright to take global and North American Havas leadership roles

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by **ABIGAIL DAWSON**

The managing director of Havas PR Asia-Pacific, James Wright, has been promoted to the role of global chairman of Havas PR Collective and the CEO of Havas PR for North America.

The communications arm of the Havas Group, Havas PR Collective, consists of over 40 agencies around the world and will be led by Wright who is also currently the CCO of Havas Group Australia and New Zealand.

As part of his new role Wright will be relocating to New York at the end of the year.

Wright joined the Havas Group in 2011 after spending time in the UK as the managing director of Grayling.

Anthony Freedman, chairman of Havas Group Australia and New Zealand, said in a statement: "Over the last seven years James has built Red Agency from a handful of people to a multi award-winning team of more than 90 people with an enviable list of clients.

Wright is all smiles after promotion

"It is testament to the great work he has done during his time in Australia that he now has this incredible opportunity in New York. We will miss him of course, but have an excellent team who will continue the great work at Red."

Yannick Bollore, Havas Group Chairman and CEO, added: "His impact in Australia and across the Asia-Pacific region in the PR industry is peerless—and his experience is what we need to deliver a strong, cohesive earned and experiential offer that will attract the best talent and future-focused clients."

Wright said between the Havas and Vivendi Group there is great access to talent, technology, data and innovation.

"This is an incredible opportunity to position Havas PR as the global industry leader that maximizes client outcomes in the changing face of media, technology and consumer behavior.

"I look forward to working with our teams in the U.S. and around the world to make this vision a reality."

Red Agency Australia's clients include Toyota, Coca-Cola, Cadbury, Vivid, Western Sydney University and Heineken.