

# Bridget Johnson, Riverbed's new ECD

By  Jessica Tennant

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Bridget Johnson, Riverbed's newly appointed ECD, tells us what she brings to the agency, besides cake on Fridays...



Bridget Johnson



Bridget Johnson joins Riverbed

Riverbed 21 Feb 2019



## ***How do you feel about your appointment?***

I could not be more excited. There is an energy about Riverbed that feels interesting and new. A lot of the work is relatively new for me and that's always an opportunity.

## ***What excites you most about joining Riverbed?***

*“ I believe there are really interesting opportunities in the crossover space between social impact PR and the purpose-led direction in which more and more brand comms are going. ”*

Beyond that, I like the way the agency approaches briefs and ideas. I love the agency's bravery and refreshing 'why-not' take on things.

## ***What do you love most about your career and the creative industry in particular?***

I love that each day has the potential to be different. There's nothing that beats the feeling of co-creating something special and surprising.

## ***Tell us a bit about your experience, what you bring to the agency and what you hope to achieve in your new position.***

I've been fortunate to work with many of SA's best creatives, in some of the country's best agencies.

*“ I bring a depth of brand expertise, an ideas-focused approach, a common interest in socially-impactful and cause work and occasionally cake on Fridays. ”*

I hope to share the best of what I've learned over the years and to learn a lot myself.

## ***Any career highlights you're particularly proud of?***

Wow, so many highlights! I've made lots of work I'm proud of with people I admire.

My career has allowed me to travel, meet incredible people and change a few things. I think one of my proudest moments has been inspiring younger women to aim for whatever they want in life.



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### ■ What are you most looking forward to?

I'm looking forward to working with people with different perspectives and making great work.

### ■ What's at the top of your to-do list at work?

Lists... What are those? Look, there's a butterfly...

### ■ What are you currently reading/watching/listening to for work?

Ah, now there's a list that keeps growing: *The Squid and the Whale*; *The Subtle Art of Not Giving a F\*ck*; *This American Life: All the Caffeine in the World Doesn't Make You Woke*; and a pile of options by author Brené Brown.

### ■ Tell us something about yourself not generally known?

I love to draw, listen to old-school jazz and eat (I'm a bit greedy too).

## ABOUT JESSICA TENNANT

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