

Dentsu Aegis makes three executive-level appointments

Adweek reports that Dentsu Aegis Network has promoted Nathan Carver to chief technology officer, Akash Jairath to chief data officer and Christina Mohebbi to chief programmatic officer.

They will now work across Dentsu Aegis Network's media agencies, which includes Carat, dentsuX, iProspect, Posterscope and Vizeum, to align data and technology solutions.

As chief programmatic officer, Mohebbi will be responsible for managing Dentsu Aegis Network's programmatic services across each of its agency brands, as well as direct client relationships through Accordant Media.

Carver will be tasked with overseeing the technology relationships driving Dentsu's media tools across all of its media agency brands. Jairath will be responsible for leveraging data across agencies, with a focus on productisation and monetisation of data assets and partnerships.

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