

## Havas appoints new head of digital

Havas has appointed Adam Jayes as its new head of digital to build on the agency group's existing digital offering, housed under the Havas Boondoggle division.

In his new role, Jayes leads with digital integration strategy within the Havas Village, collaborating with Universal Music Group, GameLoft and other businesses within Vivendi Africa. He will also sit on the leadership team, helping steer Havas in the region towards success.

Jayes is an experienced digital expert with a proven track record in building and running a successful digital marketing business. He previously worked on a number of brands that include automotive, telecommunications, travel and tourism and FMCG.

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