

Serviceplan appoints new chief creative officer

Till Diestel, currently chief creative officer (CCO) of BBDO Germany, will join Serviceplan on 1 June 2022. He replaces Matthias Harbeck, who joins Saint Elmo's Group as CCO.

Diestel will head up Serviceplan's German creative teams. His global experience will help shape the agencies' strategy and lead client mandates. With him will be spokesperson Vincent Schmidlin, CSO Stefanie Kuhnhen, and CFO Holger Scharnofske.

Diestel will report directly to Serviceplan Group global CCO Alexander Schill, who oversees the Serviceplan Group's creative performance in 34 countries.

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