

# Huge welcomes new global chief experience officer

Experience design and digital marketing agency, Huge has announced the appointment of Lisa De Bonis as its global chief experience officer.

De Bonis will report directly to Mat Baxter, global chief executive officer at Huge, where she will have overall responsibility for delivering consistent brand experiences for the agency's clients. De Bonis has over 20 years of experience in creative, digital marketing and consultancy in the UK and Europe, working across a wide range of global brands.

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