

Allianz  | **OMG**

OMG Team Global Presentation

21ST SEPTEMBER 2023



Blake Cuthbert

Global Executive Lead

Blake brings nearly 20 years' experience in marketing, combining his experience in digital, media and creative across all categories, including for global brands; Mercedes Benz, Estee Lauder Companies, Levi's and L'Oréal. Blake's last role was Expert Partner at Bain & Co, helping them in setting up and running their marketing transformation arm. Previously Chief Digital Officer, Blake has recently returned to OMD as EMEA CEO.



Nitya Varma

Global Operations Lead

Nitya has over 18 years of experience and is currently a Managing Partner at OMD EMEA across a number of global clients. Her experience spans research insights, communications planning and strategy. She has worked in multiple markets, her Global experience spanning clients in FMCG, Finance and technology.

She has worked on clients such as Bacardi, Standard Chartered, P&G, Aviva, NatWest, Lenovo, TikTok, Unilever in both Strategy and Planning roles. Nitya's experience in working in local and global teams across varied markets enables her to ensure consistent collaboration across agency and client teams. Her team management and problem-solving abilities have allowed her to deliver successful results with client teams and agencies undergoing various forms of transformation.



Akgün Karakas

Global Business Lead

Akguen Karakas is Managing Director at OMD in Germany and has been working in the media business for over 20 years, and at OMD since 2007.

His role in the business is to run the agency team and deliver on clients' requirements. With over 20 years of experience across different global and local sectors, running client dedicated teams and leading an array of different operating models, he is accountable for overall outputs and the acceleration of clients' business.

He is passionate about simplifying the complexity of our business to deliver on clients' business growth.



Andrew Raymond

Global Strategy Lead

With 10+ years of media experience across Asia-Pacific and Europe, Andrew's role at OMD has been a cornerstone of the global strategy and planning team. Whilst having a background in both creative and media strategy, Andrew's current role sees him leading ESG strategy across the agency. This has seen him consulting with clients such as McDonald's, Bacardi Ltd., PepsiCo and FedEx to develop strategies and planning principles that drive business growth whilst minimising environmental impact and maximising inclusive reach across all relevant audiences.



Miles Pritchard

Global Data & Tech Lead

Miles has over a decade's experience working in marketing and advertising technology, with roles in both agency and technology companies. Miles joined Omnicom in 2017, leading data & technology strategy within Annalect EMEA, before moving to OMD EMEA to head data & technology transformation. He currently oversees a team of over 65 data and technology specialists, with a wide range of capabilities, including cloud architecture, data governance and visualisation, martech consultancy, audience solutions and data science. Miles has a strong digital background, leading paid search, social and programmatic teams early in his career and has led digital transformation projects for major brands including Mercedes-Benz, PepsiCo, Tourism Ireland and Burberry.



David Thimann

German Strategy Lead

David is Strategy Director and part of the strategy community of OMG in Germany.

With over 8 years of agency experience and an additional 3+ years on the client side, David has a well-rounded background in marketing and strategy, enabling him to excel in serving a wide range of clients across diverse industries.

He has great experienced in collaborating effectively within local and global setups, both on the receiving and distributing end, driving success in the dynamic field of marketing.

A passionate digital native with the love for people, sociology and new thinking that have the power to transform how businesses will thrive in the future.



Lena Ladiges

German Account Lead

Lena started her career in the market research and statistics department at a media agency. There, she focused on the evaluation of advertising effectiveness.

Her strong strategic thinking led her to a hybrid position bringing data to life within a marketing and media strategy, up to being Head of Business Development.

She combines analytical and creative thoughts which brings an added value for every strategy.

With a total 8 years of agency experience and 3 years working for insurance companies as agency clients, she serves the needs of Allianz Germany with a strong passion for the people and their marketing goals.