

Bill Roden exits General Mills amid its creative review

According to *Adweek*, General Mills has lost its creative lead, Bill Roden, during its creative review. Roden, the company's director of creative and marketing services, has left in pursuit of a startup opportunity.

While the company has wished him well on his endeavour, it has no new information to share regarding its creative review or how his departure might impact the process. General Mills launched the review seeking new creative partners, earlier this year.

Read more on [Adweek](#).

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