

# **Tom Eslinger is Burson-Marsteller's first global chief creative officer**

Burson-Marsteller has appointed executive creative director, Tom Eslinger as its first ever global chief creative officer. Eslinger's duties in this new role will involve the seamless integration of strategy, planning and analytics to produce integrated creative ideas for application across traditional and non-traditional platforms.

Eslinger's vast experience has seen him make significant contributions at firms like Framestore, Saatchi & Saatchi and Publicis Groupe. Throughout his career, he has received numerous accolades including awards at the Cannes Lions International Festival of Creativity, The Effies, Clios, D&AD, Axis, AWARD, SPIKES and The One Show (US and China).

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