

Saatchi & Saatchi X appoints Lee Esmond as President

Esmond brings more than 25 years of experience and a leadership pedigree from other top agencies

SPRINGDALE, AR – March 25, 2024 – [Saatchi & Saatchi X](#) announces the appointment of Lee Esmond as its new President. In this role, she will lead continued growth of the organization and oversee the development of tools and capabilities to help clients navigate the ever-evolving shopper marketing landscape.

A visionary agency leader and steadfast advocate for exceptional team culture, Esmond is an accomplished marketing strategist, with previous positions at The Mars Agency and Mosaic. She has worked with iconic brands such as P&G, Campbell's Soup Co, Nestlé, Walmart, and Microsoft, earning recognition and awards for her contributions, including the *Progressive Grocer's* Top Women in Grocery Senior Leader and the *Path to Purchase* Women in Excellence – Mentorship awards.

“This is an incredible opportunity at a best-in-class agency, and I’m honored to lead this inspiring team,” said Esmond. “As a resident of the Northwest Arkansas retail and supplier community since 2007, my family and I understand the impact of shopper marketing and commerce in this market and beyond. I look forward to helping Saatchi & Saatchi X continue to leverage shopper psychology, data, and insights to turn shoppers into buyers whenever and wherever purchase happens.”

Esmond will report to Josh Campo, CEO of [Razorfish](#), as both agencies sit within Publicis Groupe’s Digital Experience pillar. She replaces Jessica Hendrix, who led the agency for almost nine years and spent nearly two decades at Publicis Groupe. Hendrix has taken a new position as EVP, Chief Marketing Officer and President, RedMedia, at [Hy-Vee](#), a regional retailer and Razorfish client.

“Lee is renowned for her expertise in building teams that combine digital, shopper, and experiential strategies to drive brand conversion,” said Campo. “We are thrilled that she will be building on Saatchi & Saatchi X’s impressive growth momentum.”

About Saatchi & Saatchi X

Saatchi & Saatchi X has been a leader in shopper marketing and retail commerce for over 25 years. We bring our deep knowledge of behavioral psychology, access to data, and executing across digital, physical, and social platforms to help our clients succeed. Saatchi & Saatchi X has team offices in Northwest Arkansas, Columbus, and Cincinnati along with a team of remote employees. We have a strong focus on culture, talent, and people development leading to long tenured employees and clients including Procter & Gamble, Wendy’s, Spin Master, General Mills, Kraft, and Samsung. Our belief is if you can shop it, we can do it.

Learn more at [saatchix.net](#), LinkedIn, and Instagram ([@saatchix](#)).

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