

Ebiquity Appoints David Swaebe as Head of Growth, Americas

Strategic hire accelerates regional expansion as Americas organization builds momentum under new leadership

9 March 2026 - Ebiquity plc, the independent authority in Marketing Effectiveness, today announced the appointment of David Swaebe as Head of Growth, Americas. The appointment represents a significant addition to Ebiquity's Americas leadership team as the organization plans to accelerate its growth trajectory under the leadership of Americas Managing Director, Michele Harrison.

Swaebe joins Ebiquity following an exceptional tenure at IPG-owned MullenLowe Global, where he most recently served as Global Chief Growth Officer. His appointment marks the latest in a series of high-caliber additions to Ebiquity's Americas organization, reinforcing the company's commitment to delivering unparalleled integrated marketing effectiveness capabilities to large domestic and multinational brand advertisers.

Based in Boston, Massachusetts, Swaebe will drive growth initiatives across the entire Americas region, including the United States, Canada, and LATAM markets. His mandate encompasses expanding Ebiquity's footprint among Fortune 500 companies seeking to optimize their marketing investments through integrated operating models that align creative, production, media, and other critical marketing capabilities.

The appointment comes as Ebiquity continues to lead the industry in Integrated Marketing Effectiveness, guiding the world's largest brands toward operating models that maximize returns through strategic alignment of all marketing disciplines. Swaebe's proven expertise in driving organizational growth will accelerate Ebiquity's ability to serve enterprises navigating increasingly complex marketing ecosystems. The appointment is effective immediately.

Michele Harrison, Managing Director, Americas, Ebiquity, said: "David's appointment signals our unwavering commitment to building the premier marketing effectiveness transformation offering in the Americas. His exceptional track record of driving growth at scale, combined with his deep understanding of integrated marketing dynamics, positions us to deliver transformative value to CMOs across the region. Under David's leadership, we will expand our ability to help brands unlock unprecedented performance through truly integrated marketing effectiveness."

David Swaebe said: "Ebiquity has established itself as the definitive authority in marketing effectiveness globally, and the opportunity in the Americas is extraordinary. The market is demanding a new approach to marketing transformation-one that breaks down silos between creative, media, and production while delivering measurable business impact. I'm energized to lead our growth strategy and partner with the region's most ambitious marketing leaders to drive competitive advantage through integrated marketing excellence."

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About Ebiquity plc

Ebiquity is the independent authority in Marketing Effectiveness. Trusted by more than 75 of the top 100 global advertisers - and 500 more worldwide - we analyse over 100 billion in media spend each year. This unmatched scale gives us the deepest data and the sharpest insights in the industry, powering the impartial advice our clients act on to make the right decisions that deliver Effective and Responsible Advertising.

Our work is driven by 650 media experts on the ground in 19 countries. Covering more than 80% of the world's media market, we are the most local and the most global, ensuring local relevance with global consistency.

With our evidence-based consultancy, clients transform their media operations, strengthen governance of their investments, and unlock significant incremental business growth.

On average, our clients achieve a 15% improvement in ROI and collectively generate over 1 billion in value annually through our digital governance programmes.

For further information, please visit: www.ebiquity.com

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