



Brands2Life veteran Taylor

Wag Ed set to expand team

Waggener Edstrom has appointed Brands2Life marketing chief Bryan Taylor to lead its client development team across EMEA.

Taylor will leave Brands2Life after more than seven years with the agency.

His hire is aimed at expanding Wag Ed's tech, entertainment and consumer capabilities, and follows the recent appointment of digital director Jon Silk.

'His knack for relating to prospects will help expand our offerings further,' said Wag-Ed VP and global head of client development Kirsty Leighton, to whom Taylor will report.

Brands2Life co-founder Giles Fraser said Taylor's role would eventually be filled.