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Cairbre Sugrue To Depart Edelman For Wag-Ed GM Role

EMEA

Arun Sudhaman 17 Apr 2012

LONDON--Waggener Edstrom has named Cairbre Sugrue as its new UK general manager, filling the vacancy left by the [departure of Shaun Wootton late last year](#).

Sugrue will join Wag-Ed next month from Edelman, where he is currently MD of the firm's UK tech practice. He will report to Wag-Ed EMEA EVP and GM Chris Talago and sit on the firm's regional board.

According to a Wag-Ed statement, Sugrue's responsibilities will include servicing existing clients and growing the agency's UK technology, healthcare and digital practices. Wag-Ed was recently named 2012 EMEA Technology Consultancy of the Year by the Holmes Report.

At Edelman, Sugrue oversaw one of the UK's largest technology practices. Prior to his three-year stint with the firm, he spent four years as Oracle senior director of corporate communications, where he held responsibility for the UK, Ireland and South Africa. Before that, he worked for seven years at Weber Shandwick, rising to the position of associate director.

Wootton left Wag-Ed after eight years with the firm, and has since [launched a new consultancy called Otto](#).

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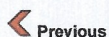
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