

# Tatiana Jezierski joins ITV Creative as Head of Creative Strategy

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Today ITV can announce that Tatiana Jezierski - formerly Strategy Director at Mother - will join ITV Creative later this month as Head of Creative Strategy. She is reunited with Niki Garner, Director of ITV Creative, on the leadership team of ITV's in-house creative agency; Niki was also formerly at Mother.

The Head of Creative Strategy is a new role in ITV Creative that will sit on the Creative Leadership team alongside the Executive Creative Director, Head of Campaign Management, Head of Production and Head of Post Production, with the opportunity to build the team. Tatiana will be specifically responsible for embedding strategy within the agency and working closely with the ECD ensuring all future output feels ambitious, innovative and cohesive across all areas of the business. Her brief is to continually raise the creative output developed by ITV

Creative for ITV and its partner brands, plus ITVX - ensuring they engage with the UK and compliment the award-winning content.

Tatiana will build upon the success of recent campaigns such as the launch of ITVX, which won Best On Demand Service at the Edinburgh TV Festival Awards 2023; the FIFA Women's World Cup 2023 - crowned Most Engaging Ad of the Tournament by System1; and the recent launch of Big Brother which is the show's most successful launch since 2010.

Niki Garner, Director of ITV Creative said:

"We're beyond excited to have Tatiana join us at ITV Creative. She has a brilliant brain which will help us all to raise our creative game, and a warmth and generosity that will fit perfectly with ITV's culture. We can't wait for her to join the team and challenge us all to think a little differently."

Tatiana Jezierski added:

"It's great to be working with Niki again, and across such fantastic programming and platforms. ITV belongs at the heart of UK culture and it's an exciting task for us at ITV Creative to help make that happen."

ITV Creative is the in-house agency at ITV. Set up to promote ITV's own content, the studio delivers thousands of campaigns each year.

Tatiana honed her strategy skills at Mother, joining the agency in 2016 and leading strategy on a range of brands including IKEA, KFC, Greenpeace and Gousto. She started her creative agency career at Engine Group on its graduate programme.

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