

Tom Houser joins ITV Creative as Executive Creative Director

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Today ITV can announce that Tom Houser – formerly a Creative Director at the BBC and Uncommon London - will join ITV Creative as Executive Creative Director in March. Along with Niki Garner, Director of ITV Creative, he'll be part of the leadership team of ITV's in-house creative agency.

Tom has previously led award-winning accounts including British Airways, Pinterest and The Guardian. During his four and a half years at Uncommon London he worked extensively with ITV on Britain Get Talking, the UK's most recognised mental health campaign. He spent the last year at BBC Creative as a freelance CD focussing on the relaunch of *Doctor Who* and working on projects like *Planet Earth III*, *Radio 1* and *The Tourist*.

Reporting into Niki Garner, Houser will lead the largest department within ITV Creative and he will be tasked with further amplifying the creative standard across ITV as a whole. With the launch of ITVX, he will set the vision and ambition for the team, plus he will work closely with all departments ensuring briefs deliver work that is digital first. His appointment bolsters the ITV Creative leadership team alongside his counterparts in Campaign Management, Campaign Production and Post Production, plus the newly appointed Head of Creative Strategy.

Tom Houser said:

“I’m so excited to be joining ITV Creative as part of their management team. Having worked on ITV’s ‘Britain Get Talking’ campaign for many years, I know how much opportunity and appetite there is internally for big, brave ideas. I can’t wait to get stuck in and meet everyone.”

Niki Garner, Director of ITV Creative said:

“Tom is a brilliant creative and no stranger to the ITV brand. I’m thrilled to have him join ITV Creative to lead the creative department and help us deliver some fantastic work that really resonates with our viewers.”

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

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