

Interbrand Names William Woduschegg Executive Creative Director in Japan

TOKYO, Japan (May 7, 2015) – Interbrand, the world’s leading brand consultancy, today announced the appointment of William Woduschegg as Executive Creative Director of Interbrand Japan. Woduschegg will be based in Tokyo and report into Yuki Wada, CEO of Interbrand Japan.

“William’s expertise in design innovation and creative thinking spans two decades and four continents—and has brought much success to countless brands across the region,” noted Wada. “We are delighted to have William join Interbrand and play a key leadership role in further driving forward an integrated, collaborative, and cross-discipline approach to driving brand value for our clients”.

Woduschegg joins Interbrand from FutureBrand where he had served as Chairman & Executive Creative Director for North Asia, overseeing work for high-profile clients such as Bank of Shanghai, Huayu and Yintai Beijing. Previous key roles include Executive Creative Director at Ogilvy/TBU in China, Executive Vice President & Chief Creative Officer at The Diamond Agency in Japan, and Executive Creative Director at Landor in Japan, Taiwan and China.

Over the course of his career, Woduschegg has partnered with some of the world’s leading brands, including BMW, Canon, P&G, Adidas, Mitsubishi, Lufthansa, Philips and L’Oreal, to name a few.

“As someone who is passionate about strategic thinking, design innovation, and powerful storytelling, I am delighted to be joining Interbrand, the world’s leading brand consultancy,” said Woduschegg. “I look forward to partnering with my new colleagues to ensure we are building memorable and effective brand experiences for our clients—and driving their growth in the process.”

Woduschegg holds a degree from the Academy of Art & Design, Science and Technology in Vienna, Austria.

About Interbrand

Interbrand is the world’s leading brand consultancy, with a network of 31 offices in 27 countries. Since it opened for business in 1974, it has changed the way the world sees branding: from just another word for “logo” to a business’s most valuable asset to business strategy brought to life. Publisher of the highly influential annual Best Global Brands ranking and Webby Award-winning [brandchannel](#), Interbrand believes that brands have the power to change the world—and helps its clients

achieve this goal every day. Interbrand's combination of strategy, creativity, and technology delivers fresh ideas and insights, deep brand intelligence, clear business opportunities, and compelling brand experiences. Interbrand is part of the Omnicom Group Inc. (NYSE: OMC) network of agencies.

For more information, please visit us at Interbrand.com (Global site) and InterbrandJapan.com (Japan Office site) and follow us on Twitter and Facebook.

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