

CHRISTIE'S

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CHRISTIE'S APPOINTS NEDA WHITNEY SVP, HEAD OF MARKETING, AMERICAS



New York – Christie's announces **Neda Whitney** has been appointed as Senior Vice President and Head of Marketing for Christie's Americas, effective immediately. With over 20 years of experience leading marketing engagements and delivering strong results, Whitney joins Christie's from R/GA, NY where she was Senior Vice President and Managing Director, responsible for an impressive portfolio of clients across North America, including Verizon, L'Oréal, Tiffany & Co, Unilever, Uber, Converse, Amazon and ESPN. Prior to R/GA, she has worked with a broad range of high-profile clients helping them to elevate their brands through engaging marketing campaigns, ground-breaking digital experiences and transformative events.

At Christie's, Whitney will develop and execute marketing strategy for the Americas, while leading the Creative, Content, Strategy and Communications teams. She will oversee the marketing campaigns for the Specialist Art Portfolios in the Americas, establish objectives and drive corporate initiatives, and collaborate with the data team to ensure overall effectiveness. In this newly-created regional role, she reports to Jennifer Zatorski, President, Christie's Americas and will closely partner with Christie's Corporate & Digital Marketing team, led by Matthew Rubinger.

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About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery.

Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

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Images available on request

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