

Start-up 101 goes on a hiring spree

101, the agency founded six months ago by the former Fallon partners Laurence Green and Richard Flintham and the ex-Cadbury client Phil Rumbol, has made several senior appointments.

Johan Dahlqvist, the creative director at TBWA\London, has been appointed as a creative director. He will be joined by the creative team of Fred Wood and Stef Forbes, who previously worked at Mother, JWT and Beattie McGuinness Bungay.

Clare Hutchinson joins as senior strategist from BSkyB, where she was the head of acquisition strategy. Ross Farquhar has been hired as brand leader from Diageo, where he was senior brand manager for its rums division. Jack Waters has been appointed as project manager from Bartle Bogle Hegarty, where he was account manager.

The other appointments are Tara Jaijee as head of new business and Zena Bruges as head of output. They join from Fallon London and Jason Bruges Studio respectively.