



**For Immediate Release**

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ADK Global

## ADK to restructure for global growth

12 November 2015, Tokyo, Japan. ADK (ASATSU-DK INC., headquarters in Tokyo, Japan) has announced today that a major step has been taken to accelerate their global footprint.

A new business unit, ADK Global, will be set up as a new division of ADK Inc. as of January 2016, consolidating their global offices and international clients into a single entity.

Its headquarters will be located in Singapore, and will be headed by Rob Sherlock as CEO (Chief Executive Officer). Rob joined ADK as Worldwide Executive Creative Director in May 2014 and has been a driving force in the transformation of the agency.

“Rob has been making contributions to enhance ADK’s creative ability and build an even stronger network across Asia, including Japan. We believe that he will powerfully lead the new organization in order to help ADK to become a truly Japanese-based multinational communications company.” says Shinichi Ueno, CEO of ADK headquarters.

ADK has enjoyed strong growth in Singapore and Taiwan, and this commitment to Asia will be reinforced with the appointment of Kenichiro Omori to head ADK Global APAC as COO (Chief Operating Officer) from his base in Shanghai. ADK Global Tokyo will serve the multinational clients in Japan, headed by Hiroshi Nakazato, who will also take on assignment as COO of ADK Global.

On his new global assignment, Rob Sherlock comments, “With our feet firmly set on the ground in Tokyo, we now have our eyes truly focused on the global market, to show our commitment to our multinational audience.”

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