



The Creative Engagement Group hires Richard Burton to lead its Employee Engagement team

LONDON, 14th February 2019: The Creative Engagement Group (TCEG) has hired Richard Burton to lead its growing employee engagement offering. Burton will lead the strategic offering, which will tap into TCEG's in-house creative and executional capabilities in live events, environments, film, digital and immersive technologies.

Burton will report to Group CEO, Russ Lidstone and tasked with strategically developing the group's offering in employee engagement. He will also grow the strategy team, which also includes Beth Magee who joined TCEG last year as senior engagement strategist. TCEG provides employee engagement strategy and content to multi-national clients in sectors including healthcare, automotive, leisure and tourism and financial services.

Burton joins TCEG from BrandPie, where he was Partner & Head of Engagement for nearly four years. At BrandPie he successfully built up the employee engagement practice and worked across a range of employee engagement programmes, in client categories including professional services, industrial, financial services and pharmaceutical. Previously, Burton worked for 5 years at AstraZeneca as Head of R&D Communications and Engagement and spent over 8 years at EY in Global Brand, Marketing and Communications.

Russ Lidstone, Group CEO of The Creative Engagement Group, said: "Richard joining is a very exciting development for us. Employee engagement is a growing part of our business - Richard's pedigree coupled with our executional excellence in areas like live events, environments, film, digital and immersive, means that we're uniquely positioned to provide our clients with best in class thinking and delivery. Richard is not only hugely talented, but also a top man and a great addition to our leadership team."

Richard Burton, Head of Employee Engagement at The Creative Engagement Group, said: "With employee engagement now established as a c-suite priority, it's an exciting time to be joining TCEG. With a track record of exceptional delivery and its talented multi-disciplinary team, the group is perfectly positioned to help clients create an unforgettable employee experience that will enhance engagement and drive lasting business performance."

About The Creative Engagement Group:

The Creative Engagement Group (TCEG) is an unusually shaped group of communications companies focused on engaging audiences through the creation and delivery of live experiences, physical environments, film, digital & immersive, employee engagement, learning, healthcare communications and training.

United by a philosophy to 'Create Unforgettable', The Creative Engagement Group provide an international client base with the ability to generate deeper levels of engagement with their audiences. The group comprises of live event specialist WRG; Film, Immersive engagement and digital agency, The Moment, healthcare training company Axiom and exhibitions business Just Communicate. It employs over 350 people in Europe and the US and is part of Huntsworth PLC.