

**CONDÉ NAST APPOINTS CREATIVE AND STRATEGY LEADS FOR ITS
FULL-SERVICE CREATIVE AGENCY, CNX**

Xavier Teo from Anomaly and Brendon Volpe from Team One Join CNX

NEW YORK - January 29, 2019 - Condé Nast today announced the appointment of new senior leadership for its full-service creative agency, [CNX](#). Xavier Teo was named executive creative director and Brendon Volpe was named head of strategy, bolstering the agency's advertising, brand strategy and experiential capabilities. Both will report to John Deschner, managing director of CNX.

"Brendon and Xavier are exactly the sort of restless and inventive minds that will help us realize the full potential of a brand agency sitting within Conde Nast", said Deschner. "Their backgrounds in creative and strategic agency leadership, mixed with CNX's award-winning talent, will help us unlock even more exciting opportunities for our partners. I'm thrilled to have talent of their caliber join our growing global network."

Teo will work closely with Raul Martinez, head of creative at Condé Nast. He joins CNX from Anomaly, where he led all creative work from brand campaigns to social/digital content for Budweiser globally. Teo was also the creative director behind five Super Bowl commercials for the NBC Winter Olympics campaign in 2018. Previously, Teo was creative director at Co: Collective, launching YouTube's brand campaign, music platform, children's application and original content. While working for Deutsch Los Angeles, he oversaw the brand relaunch of Dr. Pepper and helped Taco Bell break into the breakfast category with a multi-award winning campaign.

Volpe joins CNX from Team One, where he was in charge of digital strategy for Lexus, leading initiatives like the launch of the LC 500 sport coupe and the UX crossover, as well as the brand's overarching digital vision and roadmap. Prior to that, Volpe was at Deutsch Los Angeles, where he oversaw VW.com and "Unleash Your Rrr" for Volkswagen, the first campaign that used artificial intelligence to identify sounds other than spoken words. As VP of products and platforms at Arnold, Volpe led work across a variety of clients, including CVS, Volvo and Al Gore's Climate Reality Project.

"In the few short years since its creation, CNX has produced a number of brilliant campaigns for our partners and has become an integral part of the Condé Nast Creative

Studio global network,” said Martinez. “Having such innovative, creative talents like Brendon and Xavier join the team will allow us to continue to elevate the work that we do, and to reach new heights creatively.”

Teo and Volpe started their new positions in January 2019. They join a leadership team that includes Liz Gough, head of accounts and consulting, Michele Wiltshire, chief operating officer, and Raul Martinez, chief creative officer, and John Deschner, managing director.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world’s most influential audiences. Attracting more than 144 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, AD, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

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