

A BIG future for Stewart in new business move

BIG Partnership, the marketing agency, has recruited former Edinburgh Council media manager, Stewart Argo, as an associate director based in its Edinburgh office.

Stewart has worked for six years as an associate director at Weber Shandwick, where he led a wide variety of corporate and public sector accounts, including campaigns in the health and transport sectors.

Prior to that, Stewart had fifteen years' experience in-house at NHS Grampian, the Scottish Environment Protection Agency as well as The City of Edinburgh Council. He began his career as a journalist with BBC Radio Scotland.

Stewart will work closely with Stephanie Clark, the Edinburgh office director, to grow the capital's operation but he will also be involved in clients and campaigns across all offices, particularly in corporate PR, public sector, stakeholder engagement and overall strategy.

BIG's chief executive. Allan Barr, said: "Stewart's a very significant signing for us. He's someone we've been tracking for a long time and his enthusiasm for the business was obvious from our first discussions.

"He's extremely well-respected by his peers across the industry and his experience and expertise are already paying dividends for clients. Working alongside Stephanie Clark, head

of our Edinburgh office, and the rest of the wider team, he'll play a key role in helping clients handle the current economic uncertainty."

Stewart added: "BIG was a really attractive option for me because it's large enough to offer the full suite of essential services, while also being sufficiently agile to respond flexibly in these uncertain times. I'm excited about bringing my skills and experience to the challenges faced by BIG's current and prospective clients."

BIG provides marketing, digital, public affairs, design and events to over 350 clients nationwide, from offices in Glasgow, Aberdeen, Edinburgh and Manchester.