

Niki Garner heads to ITV as Director of ITV Creative

Published Mon 08 Aug 2022



[Corporate](#)

ITV has today announced the appointment of Mother's Niki Garner as the new Director in charge of ITV's in-house advertising agency, ITV Creative. Niki takes on the role following the departure of Matt Scarff earlier this year.

Reporting to Jane Stiller ITV's Chief Marketing Officer, Niki will lead the creative output of the UK's largest commercial network at an exciting time for the business, heading the teams who deliver campaigns to make ITV's programming unmissable, and ensuring ITV's streaming business grows in line with its ambitious targets. She will be accountable for all creative output from concept to execution across all media channels, ensuring ITV continues to deliver the best innovation and creativity. Niki will also lead the Creative Commercial team delivering exceptional work for external clients.

Jane Stiller, CMO of ITV commented: *"Niki is a brilliant leader with a track record of delivering highly effective, brave creative work which changes people's behaviour and delivers great business results. ITV is famous for amazing creative campaigns which reflect and shape popular culture and Niki is exactly the right person to lead our in-house team into the future."*

Niki has over 20 years of agency experience, the past 12 of which she's spent at Mother working with clients ranging from IKEA, PG Tips, Diageo and Debenhams, as well as most recently, innocent and Samsung. Niki is Joint Head of Mothering and sits on the London management team with a focus on Mother's culture and talent, Kindred - Mother's DE&I programme across all parts of Mother. Prior to life at Mother, Niki worked on great British brands like Butlins and Matalan at the agency Libertine, as well as Aldi at BMF in Sydney.

Niki Garner, Director of ITV Creative added: *"Mother has been my home for a large chunk of my life, I'm leaving with many, many happy memories and 12 years' experience building brands in weird and wonderful ways - moving to ITV Creative will let me put those skills to good use on a brand that I love. It's going to be a journey filled with drama, comedy, factual, entertainment, a healthy dose of reality, plus some lovely people in Jane and the team at ITV."*

Katie Mackay Sinclair, Partner at Mother said: *"Niki has made a huge contribution to Mother over the last 12 and a bit years; we aren't just saying goodbye to our Head of Mothering, rather to a best friend. We're proud and excited for her on this adventure and wish Niki and ITV a long and happy future together."*

[ENDS]

Press Contacts

tanya.nyenwa@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>