



### **Sub Nijjar – President – Mosaic**

As an experienced marketing executive, Subtej understands exactly how to harness continued success and turn it into business growth. As President of Mosaic President of Mosaic North America

Canada, one of the largest North American integrated marketing agencies, Sub brings his innovative, forward-looking vision helping to lead one of the largest group of strategists, creatives and client service teams building brands through creative integrated marketing programs. Sub plays a key role in agency leadership, operations, and new business development. His hiring ushers in a new era for the agency, in which it will further integrate its business, providing end-to-end marketing solutions for clients.

Previously, Sub was the founder and president of UNION and has more than 20 years of strategic and digital planning experience on some of the world's most recognizable brands, including Domino's, IKEA, Under Armor, Best Buy, Molson Coors, Unilever, Kraft and American Express. His career has spanned both agency and brand side, having worked at global agencies like CP+B and Ogilvy, as well as Microsoft.

Throughout his career, Sub has helped his agencies win over 175 creative awards and honours, including multiple Cannes Lions, One Show Pencils

and a Grand Effie. He has also served as a judge for Effie Canada, the Marketing Awards, and Media Innovation Awards.

“I am thrilled to be leading Mosaic Canada. The opportunity to help an organization that is the size and scale of Mosaic grow and progress into a new decade is tremendously exciting. This past year has shaped how the marketing industry operates and innovates, so I am beyond excited to help define the vision for the future of the agency,” says Nijjar.

A strategic planner by trade, Nijjar has been celebrated as an industry visionary from the beginning of his career. He was recognized as one of Marketing Magazine’s “Ones to Watch,” celebrating Canada’s brightest minds under the age of 30.