

Matthew Waghorn worked across a number of GroupM's media agencies, both in the US and in the UK, before joining Hugu to lead the communications strategy discipline. His work combines consumer behavioral analysis with media and communications theory, to form Hugu's proprietary hybrid discipline we call 'Communications Design'; a strategic practice that helps guide clients through an integrated approach to paid media, PR, social and CRM. He works on a range of clients including Morgan Stanley, Google and Canada Goose.

Prior to joining Hugu, Matthew was associate director of communications planning at Maxus North America where he applied integrated planning techniques for Universal Pictures, LVMH, Nutella, Oakley, SC Johnson, Panera and UPS. Originally from England, Matthew has twelve years in the industry and holds a bachelor's degree in marketing from Southampton Solent University.