



## The Gate hires Suchet to direct business development

by Nikki Sandison, Brand Republic 01-Dec-08, 13:35

LONDON - Integrated advertising agency The Gate has appointed Steak Media's Peter Suchet as business development director.

Suchet joins The Gate from Steak Media where he worked as marketing director. Prior to that Suchet worked at digital agency i-level, where he held the same role.

Suchet began his advertising career at Saatchi & Saatchi in 1979, working in account management before rising to board director, working on clients including British Airways, Sainsbury, Capital Radio and GUS.

Following this, he was promoted to joint managing director of Saatchi Direct and became non-executive marketing director for the catalogue business Racing Green.

In 1990, Suchet left Saatchi & Saatchi and became a founding partner of integrated agency Nadel, Suchet, Daborn, which was later acquired by Wakefield Group.

Suchet joined the Daily Telegraph in 1995, where he established the newspaper's first sports marketing division and led the team that created Fantasy Football and Fantasy Cricket.

Phillip Hawkins, managing director at The Gate, said: "Peter has an amazing history within the advertising industry and a great track record at some of the most well-known and innovative agencies -- including a great deal of digital experience within his recent roles."

Suchet said: "The Gate has a fantastic heritage and a great list of blue-chip clients, particularly in the finance and charity sectors. It's great to be working with such a well respected agency and I look forward to making a real difference over the months and years to come."

## How did you find working with In-House?

"Unlike most Recruitment Consultants, In-House treated me like a human being throughout my move and not like a commodity. Looking for ones next position can be a stressful time, but In-House were always supportive, helpful and very sound in their advice."

Peter Suchet