

IN BRIEF

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FORMER PATTS MD TO RECRUIT

Former George Patterson Y&R managing director Jane Neale and Hudson chief executive Anne Hatton have joined forces to establish a new business and search consultancy. The duo hopes to cash in on the emerging portfolio careers and virtual worker sectors with their new enterprise, which will be called Hattonneale. Neal said the concept for Hattonneale came from rapidly changing white collar workplace trends and the rise of the virtual marketing director.