Brian Baker

Chief People Officer
Teneo

Brian Baker is Chief People Officer with the Global CEO Advisory Firm Teneo. Brian joined Teneo from WPP where he was most recently Chief People Officer, Global Clients. In this role, he was a member of WPP's Global People Leadership Team, and also served as the Chief People Officer for OpenX, WPP's strategic partnership with The Coca-Cola Company. Before moving to CPO, he was the Global Head of Talent Management and Client HR and the People Strategy lead for WPP.

Prior to joining WPP in 2020, Brian was a partner in Mercer's New York office and the U.S. digital workforce leader. He focused on driving Mercer's advisory services business in the area of digital workforce transformation, building on the firm's Workforce for the Future platform.

Prior to Mercer, Brian was the SVP of Global People Strategy, Analytics, and Associate Experience at Walmart. In this role he transformed the global people function to a talent-focused enabler of business growth. Previously, he held positions in consulting at Accenture, where he led key HR initiatives and developed talent and diversity and inclusion strategies for numerous Fortune 100 companies. Brian has also led transformational business initiatives while working for Aon Hewitt and internally for Credit Suisse and IBM.

Brian holds a bachelor's degree in business administration (dual concentration in marketing and management) from Northeastern University in Boston.