

# Advertising Age honours Karen Blackett as one of '20 Women to Watch' 2016

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Karen Blackett, OBE Chairwoman of MediaCom UK has been recognised by Advertising Age and Women in Advertising and Communications London, as a Woman to Watch in 2016, making her part of the inaugural class of female executives who are changing the marketing landscape.

Ad Age's '20 Women to Watch' Europe honours outstanding women in marketing, advertising and media from the UK and other major markets in Western Europe who are changing the industry now. Other honourees include Penny Herriman, who is turning online clothing retailer Boden into a

global brand, Lubomira Rochet, L'Oréal's first Chief Digital Officer and Tanya Joseph in partnership with Sport England who are encouraging women to be more active with #ThisGirlCan.

Karen was promoted from CEO to Chairwoman of MediaCom UK in 2016. Some of Karen's biggest achievements in her five years as CEO includes: establishing the apprenticeship programme for 18-24 years-olds, leading on MediaCom's Tesco Pitch, winning the \$135 million billing and transforming MediaCom's diversification, evolving agency employees from 11%-20% people of colour – black, Asian and other ethnicities.

In February, Karen was named president of the National Advertising Benevolent Society (NABS), a leading UK non-profit group for advertising and media, championing those that work in the industry. In 2014, Karen was awarded an OBE in the annual Queen's Honours list, for services to the media industry.

You can find Karen's full article read more on the other honourees [HERE](#).

Congratulations to Karen on such a wonderful recognition.

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