

# Ben Phillips named number one in The Drum's Mobile Top 50

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**MediaCom's Global Head of Mobile, Ben Phillips, has topped The Drum's Mobile Top 50 2015.**

The list, published in partnership with Millennial Media, highlights the top 50 most influential individuals in the mobile marketing space.

Phillips has spent over a decade in the mobile space, joining MediaCom as Global Head of Mobile in 2013 to provide leadership for the agency's specialist mobile divisions across the UK, Germany, Scandinavia, Singapore and India.

"From outbound SMS campaigns in the early days of mobile through to planning and executing global strategies for the worlds leading brands, I have been privileged to be part of the growth of mobile and to have helped shape the market as we see it today," said Phillips.

"The last 12 months have seen monumental shifts in the inclusion of mobile in digital media campaigns – mobile ad tech is superseding that of desktop as we strive to follow the consumer trends."

Following a call for industry nominations, the [Mobile Top 50](#) was curated by a panel of judges.

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