

# Carat's Jake Vander Linden signed for VW account

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## New leadership unites MediaCom's global team in Berlin

23 September 2013, London: MediaCom announced today that it has recruited Carat's Jake Vander Linden as its new Global Account Director for Volkswagen AG.

Prior to joining MediaCom, Jake was Senior Vice President and Regional Communications Director for Carat in Singapore, where he managed the agency's General Motors business in APAC, the Middle East, Russia and Africa.

He also held the role of head of communications planning across Carat APAC, and has blue-chip experience in the FMCG, telecom, luxury and beverage sectors. In addition, Jake's experience in China, the Phillippines and the US

equips him with extensive knowledge of key Volkswagen growth markets.

Jake's arrival heralds the opening of a new base in Berlin, which will bring together a global VW brand MediaCom team previously split between London and Düsseldorf.

Jake will report directly to Ian Rotherham, Global Director of VW Group, who said, "We are so excited about the great work we're doing with all Volkswagen Group brands, and we're confident that Jake will enable an even closer, more productive relationship with the VW brand's global marketing team at the company's headquarters in Wolfsburg."

"We are exceptionally proud of our long-standing relationship with Volkswagen, and remain focused on every element of the account, without exception," added Stephen Allan, Global CEO and Chairman. "Jake is a tremendous hire and an all-around media professional; I know he'll provide the very best in client service and help us to continue developing world-class work with our VW partners."

The recruitment of such a highly experienced Global Account Director is in line with the MediaCom philosophy of "People first, better results", as is the agency's welcoming return to talented alumni; prior to joining Carat, Jake worked at MediaCom between 1999 and 2001.

