

Cesar Recalde named Chief Business Development and Marketing Officer

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01 APR 2014 2 min read

Cesar has over 20 years of experience in the advertising industry

MediaCom gladly announces the incorporation of Cesar Recalde as the Chief Business Development and Marketing Officer for Latin America, reporting to Fernando Silva, CEO MediaCom Latin America and the Caribbean.

Cesar has over 20 years of experience in the advertising industry, mainly in Spain, and now joins our Latin American team with the goal of boosting the momentum of this region and developing more business opportunities with our clients and prospects.

Cesar will be based in our Mexico's office and will be travelling all around the region, sharing all his knowledge and professional experience with our local offices to develop their businesses and clients.

Cesar started his career back in 1991 at Delvico Bates in Madrid, Spain, working for the Mercedes Benz account for Spain and Portugal. Then he moved to the brand side, working for Reebok Spain as Marketing Manager for over 2 years.

In 1996, he's back to the agency side, joining McCann Erickson Madrid, being responsible for the McCann Relationship Marketing program and working with clients like GM, Telefónica, Banco Santander, UPS and Microsoft. In 2001 he's appointed as Group Account Director for the Madrid operation working for Coca Cola.

In 2003, he moved to Carat Spain as Client Services Director, where he led the services of clients like BMW, J&J, Direct Line and SCA, amongst others, and he was promoted in 2006 to the role of Chief Client Officer, leading the new business area and reporting to the Aegis Media Iberia & LATAM CEO.

Back in 2009, he joined the MediaCom family as CEO of our Spain operations with the aim of developing our business and adapting the organization to meet the benchmarks of the market at the time, incorporating new talents and boosting the digitalization of the service.

2 years later he embarked into a personal Project, launching an independent boutique media agency in Madrid, and now he's back to face some exciting new challenges in MediaCom LATAM.

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