

# Darragh Hardy returns as Chief Business Development Officer

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After a five-year break from the industry, MediaCom APAC's CEO Mark Heap has persuaded Darragh Hardy to return to advertising

After a five-year break from the industry, Darragh Hardy is to take over from Sean Seamer as the Chief Business Development Officer for the agency, regionally.

Hardy has a diverse resume that has seen him work across Asia. Spending time in China, Singapore, Thailand and Japan, he has held both account and agency leadership positions, including four years leading GroupM Japan.

MediaCom APAC CEO, Mark Heap, said of Hardy's appointment, "In the past, Darragh and I have worked on several projects together and have got on really well. He is a fabulous guy; not only is he extremely smart, but he has a gravitational pull that really brings out the best in the people around him. MediaCom has an amazing depth of talent with an unmatched resource landscape to tap into. Darragh will be a real asset in helping to realise the full potential of those resources."

"Darragh's ability to understand clients' needs, combined with his knowledge of our group dynamic and his fabulous track record of delivering success, makes him an ideal successor to Sean, who has done an outstanding job in the role."

On his appointment, Hardy said "I am looking forward to the challenge and the opportunity to work with Mark and the APAC team, and to help build on their success to date. It's energising to return to Asia and to be part of the GroupM family once more."

Reporting directly to Mark Heap, Hardy will be based in the Shanghai office where he will oversee new business and marketing activities for the region, leading bespoke projects that will help broaden the development of the company.

Speaking of Sean Seamer, Heap said "Sean is a MediaCom veteran. He has been with us since 2003, playing an integral part in MediaCom's development and growth throughout that time. He is without doubt, one of the most well-liked and respected people within the agency, and, since I joined last year, he

has been an invaluable support to me, for which I am truly grateful".Seamer's new appointment is yet to be announced, but MediaCom can confirm that he will remain part of the agency.

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