

# Deirdre McGlashan named one of the industry's key players

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## 6th in Drum Digerati list of 100 most influential people in UK's digital marketing

Deirdre McGlashan, MediaCom's Global Chief Digital Officer, has been named as one of the digital marketing industry's key players, in **Drum Digerati**, an annual list celebrating the UK's top digital achievers.

McGlashan was placed sixth in the listing of digital's 100 most influential people. The full list can be found here on [the Digerati microsite](#).

Launched in 2013 to celebrate the most influential individuals in digital marketing, the Digerati recognises the contribution made by 100 key players in this fast changing space.

McGlashan joined MediaCom as Global Chief Digital Officer in June 2014.

As Global Chief Digital Officer for MediaCom, her role is to ensure the full power of digital is leveraged for clients, from truly integrated and connected systems thinking when developing communications solutions through to delivering specialist excellence in activation.

McGlashan believes the ability of businesses to respond rapidly to change is key to success in the digital age. "The next game changer might be a new technology, an insight, a new behavior. We don't know what, but we have to be ready to spot it and geared up to accommodate it - business agility in the digital age is key to success," she says.

McGlashan adds: "The game will really change when digital is used as an adjective, not a noun. That is when 'digital' thinking, the use of information and technology and imagination, permeates everywhere and everything."

Prior to joining MediaCom, she was Head of Digital, Global Clients for Aegis Media based in London and before that the CEO of wwwins Isobar Greater China (an Aegis Media company), a team of 220 digital specialists across strategy, creative, technology and media across Greater China. In the independent agency space, Deirdre was a Founding Partner at AnalogFolk, a multi-disciplinary marketing communications agency in London that fuses both analog and digital communications channels.

