

Deirdre McGlashan named one of The Internationalist's INNOVATORS 2015

PEOPLE RECOGNITION

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Deirdre McGlashan, MediaCom Chief Digital Officer, has been named one of The Internationalist's INNOVATORS 2015.

The Internationalist states that this year's INNOVATORS are “transforming our concepts of a contemporary advertising agency business, embracing change and making a difference for their agencies and for their clients.” In describing why they have **chosen Deirdre to join this elite group**, The Internationalists states that she is “a boundary pusher, a challenger, and always willing to break what exists in the search for better solutions” and references her part in widely championing the role of women in tech, including an appearance on the Cannes Lions stage with speakers from Unruly and Dell.

Selected by a committee comprised of past INNOVATORS, The Internationalist board and its editorial team, INNOVATORS are those agency executives who have the rare ability to rethink current notions of brand building by simplifying complex internal processes, encouraging collaboration, managing risk while working in the midst of fast change, keeping sight of "the big idea," championing multinational strategy and involving customers directly in the creative process. Only thirty men and women have made the INNOVATORS list, chosen from several hundred thousand nominations.

Says Deirdre, "at MediaCom we're always looking at how to do things differently to do them better. I love our Bose work, which used Spotify's unique insights to uncover hidden musical movements from around the world and Vice to turn those insights into beautiful content, and won a Lion at Cannes. Our systems thinking approach enables innovation because we're looking at the entire system of communication, not just one part of it. We're enabled by tech and data but real innovation comes from the brilliant minds who use that tech and data."

Our congratulations also extend to [Caitlin Bergmann](#), Director of Content and Creative, MediaCom USA who joined the agency earlier in 2015 and joins Deirdre on the INNOVATOR 2015.

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