

James Morris named Content Marketer of the Year

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James Morris, Global Head of MediaCom Beyond Advertising, has been named Content Marketer of the Year by The Drum magazine.

The award was presented at the inaugural [The Drum Content Awards](#) in London last night after an industry vote, where he beat executives from Vice Media and Guardian Labs, among others.

[James](#) has been Global Head of MediaCom Beyond Advertising since November 2013, having previously led the unit in EMEA since 2011. He now heads up a global team of more than 700 across 43 countries.

This year MediaCom Beyond Advertising's work for brands such as **Bose**, Dell and **Shell** has picked up awards at Festival of Media Global, Cannes Lions Festival and M&MGlobal Awards.

"I'm thrilled to be named Content Marketer of the Year. It's a huge honour and amazing recognition for all the fantastic work that our team has done around the world. Content has become increasingly important as the optimum way for consumers and brands to connect over the things they love," he said.

James is the second senior MediaCom executive to be named as the top figure in his sector with Global Head of Mobile **Ben Phillips** recently named as number one in **The Drum's mobile Top 50 for 2015**.

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