

# Laszlo Mezo named as CEO of MediaCom Hungary

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23 JUL 2013 3 min read

Laszlo, who was Managing Director at OMD Hungary for the past seven years, will join MediaCom in September 2013.

During his time at OMD, Laszlo led the agency to unprecedented new business success, winning accounts such as OBI, Univer & Mars Wrigley. Responsible for creating the network's global channel planning tool, Laszlo's vision has also helped the agency become the most awarded in the history of the Hungarian Effies. He was previously Group Media and Trading Director at OMD, and before that at HMS Carat.

A key part of Laszlo's brief will be to ensure that MediaCom clients in Hungary benefit from best practice from across the MediaCom network while continuing to grow MediaCom Hungary's capabilities and strengths -

particularly in the area of digital. He has also been charged with making the agency one of the top companies to work for in Hungary, in line with MediaCom's brand philosophy of "People first, better results".

MediaCom Hungary is currently the fifth largest media agency in the country. Its roster of clients includes Unicredit, Allianz, Procter & Gamble, Sony and Sanoma Corporation.

Laszlo's appointment follows the departure of Arpad Mondok, who has been with the agency for 16 years, and CEO since 2005, guiding the agency from a start-up into a top five industry leader and driving its enviable reputation in the areas of data and analytics.

"Laszlo's track record at OMD is impressive," said Costin Mihaila, Chief Executive of MediaCom CEE. "He has been a key player in the agency's growth to market leader in Hungary and his arrival to MediaCom Hungary signals our intention to build the MediaCom brand even further, not only by continuing to evolve and improve our offering to existing clients, but also by making sure that more advertisers get the chance to benefit from our 'People first, better results' philosophy. In the meantime, we thank Arpad for his leadership and commitment to MediaCom, and we wish him all the best in his future endeavours."

"I'm really looking forward this opportunity," said Laszlo. "I have already learnt a lot about the strength of the MediaCom network, and am excited about the enormous potential of MediaCom Hungary. I believe we have the people and resources to make a serious impact in this country and I am committed to bringing that potential to life."

