

# MediaCom Argentina names Rodrigo Vieites as CEO

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## Rodrigo joins the agency from Havas Media Group

Rodrigo joins the agency from Havas Media Group, where he has worked since 2001 across both Argentina and Mexico. During his time at Havas Mexico, Rodrigo was responsible for launching a second Havas operation in Mexico City, and a further six offices throughout Mexico where his 160 strong team were responsible for billings of over US\$350m.

Prior to Havas, Rodrigo held roles on both the agency and client side, having started his media career at JWT, followed by a tenure as Media Director at Agulla & Baccheti, in Origenes (AFJP of Grupo Santander).

Rodrigo's goals for MediaCom Argentina will be to develop and grow the agency, taking it to the next level in terms of new business generation, and consolidating its position as the leading agency in Digital Media, Business Science and Insights.

"I am confident that Rodrigo, together with our COO, Carlos Cianfoni, will help make MediaCom Argentina an even greater agency, not only in size and ranking, but also as a place to work," said Fernando Silva, CEO, MediaCom Latin America and Caribbean.

"Returning to Argentina means to come back to one of the most competitive industries in the world. At MediaCom, I have found a team of top professionals, who will help us take the next step towards making MediaCom a clear leader in the market," said Rodrigo Vieites.

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