

# MediaCom Asia Pacific team evolves for continued growth

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**APAC:** Having recently won the \$150m regional Fonterra pitch, following substantial wins in 2012, which included P&G and The Coca Cola Company, MediaCom have evolved their leadership team.

Toby Jenner COO Asia Pacific said, "As the fastest growing regional network (source RECMA - 25%) we continue to evolve our structure. This presents tremendous opportunities for the fantastic people we already have in our business and the opportunity to handpick great talent from across the region that we want to bring into the MediaCom fold."

MediaCom's growth has been fuelled by an impressive new business record which has seen them win in excess of \$500m, including; Fonterra, P&G, The Coca Cola Company, Unicom, Foxtel and Jollibee.

To support this regional growth MediaCom have continued to invest in the Regional leadership team. This has seen the promotions of both Rahul Vasudev and Arjun Ghosh.

Rahul has been responsible for a significant proportion of the digital growth, which has seen the team grow to more than

300 across the region. Arjun has been responsible for building MediaCom's Business Science (econometrics) growing the team into the largest of its kind in Asia Pacific, and the first media agency to be awarded P&G accreditation.

In addition to these internal promotions MediaCom has also hired Sean Seamer to the role of Chief Business Development and Marketing Officer and Radhika Ramani as Head of Accountability. Sean was previously with MediaCom prior to taking a sabbatical in mid 2012. Radhika joins from OMG where she was Head of Pricing for Asia Pacific, having previously been in the UK with OMD and prior to that Sky.

Toby Jenner concluded, "Retaining and hiring the very best talent is central to our people first philosophy and how we will retain our number one position as the fastest growing regional network."

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