

MediaCom China names Rupert McPetrie as new CEO

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Zenith veteran to head up revamped leadership team for WPP operation

MediaCom has appointed Rupert McPetrie as the new CEO for China. He joins the agency from ZenithOptimedia, where he is currently CEO for Central and Eastern Europe.

He takes over from APAC CEO Mark Heap, who has been acting China CEO, following Michael Zhang's move to a GroupM role in late 2014.

McPetrie will now head up a new leadership team that has seen the appointment of Karl Wu as Chief Operating Officer, Fabian Kietzman as Chief Digital Officer, Jason Theodore as Managing Director Shanghai and Michelle

Yin as Finance Director over the past few months.

Reporting to APAC CEO Mark Heap and Patrick Xu, GroupM China CEO, McPetrie will start his new role in August and will be based in Shanghai. He is tasked with continuing to build the expertise and scale of a 400-strong team that has recently picked up Bank of China, Mars and Wrigley tasks.

He brings with him extensive experience of managing large teams and complex markets. In his most recent role, he was responsible for 22 markets employing more than 700 staff and billings of more than €1.7bn.

Previous roles in a 17-year career at Zenith include Commercial Director for ZenithOptimedia International and CEO of ZenithOptimedia Russia.

"Rupert really stood out due to his great blend of talent, temperament and experience. He's built a great reputation with many of the largest marketers in the business, which is important given our extensive client roster in China. He also really impressed us with many examples of how he built a thriving business in Russia and CEE through talent development, client relationship and product delivery initiatives. In many instances the market context had similar challenges to those we experience in China. I've no doubt that his addition will be the start of an exciting new chapter of success for MediaCom China, our employees and our clients," said Mark Heap.

"I'm thrilled to be joining MediaCom China and leading what is already one of China's most successful media operations. My goal will be to reinforce our position as the only media agency that truly understands the complex

interplay between content and connections and to ensure we help our clients to maximize the business benefits across the entire communication system," said Rupert McPetrie.

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