

# MediaCom China names Shane Crombie Head of Interaction

[PEOPLE](#) [DIGITAL](#) [CHINA](#)

02 APR 2014 3 min read

## MediaCom China today announced the appointment of Shane Crombie as Head of Interaction

Shane, a 16-year digital marketing veteran, has worked as an independent digital marketing consultant since 2008, specialising in building holistic data driven marketing solutions for his clients. Most recently, he has partnered with companies including PHD in the US and Sina in China.

Shane's previous success in fostering genuine collaboration between online/offline media makes him the perfect fit for MediaCom. He will report to Gordon Domlija, MediaCom's Chief Strategy Officer and Head of Shanghai

Office, and work closely with him to ensure MediaCom delivers a more connected approach to clients' communications in China.

Commenting on the appointment, Gordon Domlija said: "It is our people and passion that drive MediaCom and help transform our clients' business. Shane is a true international digital pioneer. His extensive digital experience and proven track record in China, Australia and the US give him a unique global perspective and an ability to see the bigger picture. Shane will be working closely with me to ensure that we fuse creativity and the application of data across our clients' communications systems."

"At MediaCom, we constantly challenge ourselves to be on the cutting edge of digital, and getting the right talent is critical for us to remain at that level. Shane's passion for digital is infectious, and I'm certain that MediaCom and our clients are going to hugely benefit from his arrival," said Rahul Vasudev, MediaCom APAC's Head of Digital.

Discussing his new role, Shane said: "What attracted me to MediaCom is its vision of what an agency should be. Digital and data are my passions.

MediaCom's approach to harnessing the ever-expanding data horizon gets me incredibly excited. It's a remarkable suite of proprietary tools which align the right content with the right connections across a marketer's entire system, and I am delighted to be a part of it."

Prior to starting his consultation business, Shane was National Digital Director at Universal McCann China and in 2007, he was National Interactive Director at Carat Australia

Shane will be based in Shanghai.

PEOPLE DIGITAL CHINA