

MediaCom division to specialise in US advertisers with global footprints

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Executives Fraser Riddell and Toby Jenner to Assume New Global Roles

New York: MediaCom Worldwide today announced two changes to its senior executive roster, with the centrepiece being a new practice dedicated to international advertisers based in the United States.

The new division, MediaCom Beyond Borders, will be led by Fraser Riddell, a 23-year agency veteran who will leave his current role as Global Chief Business Development Officer to become MediaCom's Global Chief Client Officer.

Over the years, Fraser has led award-winning work for some of MediaCom's largest international clients, including Procter & Gamble, Coca-Cola, Universal Music, Oracle and Shell. Since becoming the head of global new business 5 years ago, he and his team have delivered over \$9bn in new billings.

In his new role, Fraser will focus on elevating the worldwide service MediaCom provide to international advertisers based in the United States, and will assume additional global client responsibilities.

Fraser's replacement as Global Chief Business Development Officer will be Toby Jenner, currently COO of MediaCom Asia Pacific.

Toby joined the agency as MediaCom Australasia CEO in 2008. During his tenure, MediaCom became the most industry-awarded, top ranked agency in Australia, winning business from Yum!, IAG, Foxtel, Danone, EA and others. Since taking on his current role in 2011, he has helped make MediaCom the fastest growing RECMA-ranked network in the region: a position recently reinforced with the agency's \$150m Fonterra win.

Toby will relocate from Singapore to New York in June and join Fraser on MediaCom's Worldwide Executive Committee.

Stephen Allan, Chairman and CEO, MediaCom Worldwide said, "Our commitment to fostering a culture that attracts and retains the very best talent has produced a duo perfectly matched with two of our greatest opportunities. Fraser will be able to offer USA-based worldwide clients the central leadership and specialist services they require, while Toby will have the opportunity to apply his business-building skills to a larger, worldwide canvas."

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