

MediaCom hires Jon Gittings as Global Business Development Strategy Officer

[PEOPLE](#) [USA](#)

06 MAY 2014 3 min read

Former OMG man will deliver consistent, cutting-edge global strategic responses for new and existing clients.

MediaCom has announced a major new hire in its drive to further cement its industry leading global business development success. Jon Gittings, who was previously Global Communications Planning Director at OMG, joins MediaCom today to become Global Business Development Strategy Officer.

Based in New York, his new role will see him report into Global Chief Business Development and Marketing Officer Toby Jenner. Jon will be responsible for creating and delivering consistent, cutting-edge global strategic responses, which reflect the agency's Content and Connections positioning, for both new and existing clients.

Jon arrives with an impressive track record in business development having helped OMG win the global Carlsberg and HTC accounts, as well as the Renault Nissan Alliance and Telenor tasks in EMEA.

Previous roles at OMG include Head of Strategy for Global Accounts in EMEA, European Strategy Director at OMD International, and Head of Strategy and Insight at Manning Gottlieb OMD in the UK, where he and his team won numerous headline awards from the IPA, Campaign and Media Week.

MediaCom has built a successful business development operation having won numerous multi-market pitches in the last 12 months, including: Sony Mobile and Electronics, GSK, Danone and eBay. They also currently rank no. 1 in the Global Compitches Report, published by RECMA, the research body that measures the competitiveness of agency networks across the world.

"Like all great teams, you strengthen when you are winning and at your strongest. Having just been ranked no. 1 in Compitches, we are certainly on top of our game; however we can always be better and Jon will help us achieve this. I'm delighted that we've recruited someone of his experience and stature to join and help shape our global business development efforts as we

continue towards the goal of becoming the no. 1 global media agency network," said Toby Jenner, Global Chief Business Development and Marketing Officer.

"I'm thrilled to be joining the business development team at MediaCom. The agency has an incredibly persuasive proposition and is investing significant resources into their equally compelling 20|20 Connections product. I'm also a huge fan of the agency's sense of purpose, ambition and values. It's a very special opportunity and I'm delighted to be part of it," said Jon Gittings, Global Business Development Strategy Officer.

PEOPLE USA