

# MediaCom names Nick Burcher EMEA Head of Social Media

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## Agency recruits highly regarded expert to lead social media drive

LONDON: MediaCom has named Nick Burcher as its new Head of Social Media, EMEA. Nick joins from ZenithOptimedia Worldwide, where he was Head of Social Media and Digital Innovation.

At MediaCom, Nick will drive social thought leadership, innovation and technology development to ensure that the agency has the most compelling and competitive capabilities in EMEA. Additionally, he will work alongside GroupM to ensure that MediaCom's clients have unrivalled access to the most cutting-edge technology partners and providers in the industry.

Since joining Zenith in 1997, Nick has worked with key clients including O2, Nestlé and Toyota, and is a frequent speaker at events such as the Social Media World forum, FIPP Digital Innovators Summit and Ad:tech London. He is also the author of the acclaimed book, Paid, Owned, Earned, which focuses on how to maximise marketing returns in a socially connected world.

"Nick's track record makes him the perfect candidate to take on this role for us," said MediaCom EMEA CEO Nick Lawson. "Not only does he have a comprehensive knowledge of the opportunities available for advertisers, he also has the ability to clearly communicate what's happening to non-specialists. This will make him invaluable not just within his specific discipline, but in making sure that all our staff understand the implications of developments in the social world."

"I'm looking forward to working with MediaCom and their clients," said Nick Burcher. "MediaCom's core belief of 'People first, better results' is a perfect platform for social, which is about creating innovative ideas that engage people and produce tangible business benefits."

Nick joins MediaCom on June 10 and will report into Hannah Mirza, Global Digital Operations Director.

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