

# MediaCom names Zeno Mottura as new CEO for Italy

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**Zeno joins from MEC Italy where he has been General Manager and Chief Interaction Officer nearly three years.**

MediaCom has appointed Zeno Mottura as the new CEO for its Italian operation. Zeno joins from MEC Italy where he has been General Manager and Chief Interaction Officer nearly three years. He replaces Attilo Redivo who is leaving the company after nearly seven years to pursue opportunities outside the company.

Zeno brings with him an incredible knowledge of the digital opportunities available to advertisers in Italy having specialised in this field for 15 years at both MEC and FullSix's Web Media Center. He starts with immediate effect

and the management team straight away to ensure that the transition is as seamless as possible.

His brief at MediaCom will be to continue the work that Attilio has started in boosting the agency's scale and presence in the Italian market and ensure that both current and potential clients have access to the very best tools and services that the global network can provide.

"We are very excited about the contribution that Zeno and his management team will make to the market and in MediaCom Italy's next stage of development. Italy is an important market for our global network and one that we intend to continue to focus on and develop further," said Nick Lawson CEO EMEA at MediaCom. "I'd like to thank Attilio for his hard work at MediaCom over the last seven years"

"I've had amazing years at WPP" said Attilio Redivo. "My thanks go to the Group, the clients and this extraordinary MediaCom team - I'll be missing them all. The time has come today for a brand new project, running my own firm "

"I'm thrilled to be joining the incredibly talented team at MediaCom. They have delivered fantastic results for clients in recent years and I know that the potential to grow even further is huge," said Zeno Mottura, CEO MediaCom Italy.

