

MediaCom promotes Ashish Williams to CEO South Africa

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Ashish Williams has been named as the new CEO for MediaCom South Africa, replacing Julian Neuburger who is retiring.

Ashish has been COO since January 2015 and led the roll out of programmatic technology and a new approach to data at MediaCom, creating a lean, streamlined buying team that has added hugely to the agency's ability to target efficiently and effectively.

He joined MediaCom South Africa in 2014 as Strategic Planning Director on P&G, having previously worked in China and India. He has huge experience of working in growing economies and helping advertisers adapt to the changes needed by digital transformation.

“Ashish has proved himself to be a successful leader as COO in South Africa and we are confident that he will lead the team to immense success as CEO,” said Nick Lawson, CEO of MediaCom EMEA. “We will be investing heavily to support MediaCom in this important market and ensuring that all our clients have access to the best tools and insight that we can provide.”

“I’m delighted to be taking on the role of CEO at a time when media advice and expertise has never been more successful for brands. Digital transformation is the critical challenge for brands and MediaCom has never been more prepared to help its clients on that journey,” said Ashish.

His appointment follows the decision by Julian Neuburger, who has been interim CEO since April 2014, to retire. Julian has worked for MediaCom for more than two decades, handling big regional and global accounts including Procter & Gamble, Mars, VWG, Coca-Cola and Warner Bros prior to taking up his role in South Africa.

“Julian has been a hugely valued leader both in South Africa and in his previous Global Account Director roles. He has worked very closely with his team, helping to provide the guidance, strategic approach and advice necessary to help us pick up the Coca Cola SA, Henley & Partners and Fastjet accounts amongst many others. Whilst I know he will be immensely missed by his colleagues and friends at MediaCom, we wish him well with this exciting next chapter of his life”

During his time MediaCom has moved from being the sixth largest agency in South Africa to the number four, with a growth rate of 35% over the past year alone (Source: RECMA).

Ashish and Julian will be working closely over the next few months to ensure that the transition is as smooth as possible and that the handover doesn't affect the day to day of the agency's client business.

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