

MediaCom promotes Darragh Hardy to Chief Client Officer of Asia Pacific

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06 NOV 2015 3 min read



Established Hardy to now oversee the agency's Asia Pacific global solution operations.

MediaCom has today announced the promotion of Darragh Hardy, currently Chief Business Development Officer, as Chief Client Officer of Asia Pacific. With over 20 years of industry experience, Hardy has a diverse resume that has seen him work across several countries in Asia.

Since his return to advertising in August last year, Hardy has been an intrinsic part of the success of the region's business development team having delivered over \$500m in new business wins to date. Under Hardy's watch, The Content + Connections Agency will continue to build on this momentum throughout 2016.

With Business Development for the region remaining a primary focus of Hardy's role, his additional responsibilities will now include the leveraging of best in class talent and solutions to help attract and convert new opportunities for the region.

MediaCom APAC CEO, Mark Heap said of Hardy's appointment, "Darragh has lots of experience across markets and in client leadership roles, plus the past year of pitching, winning and transitioning new business. All of this gives him great perspective on the challenges and opportunities facing our clients and how the vast capabilities at MediaCom can be best mobilised to deliver brilliant product, service and value.

Everyone enjoys working with him, because while some of us can get a little woozy drinking our own kool aid, Darragh is a refreshingly grounded, positive, fun and smart person to have in any team."

On his appointment, Hardy said, “We have an enviable track record of providing connected solutions for our clients in the region, and I am thrilled to be given this opportunity to lead our teams and accelerate MediaCom APAC’s growth”.

Hardy will continue to report directly to Mark Heap and will be based in Singapore, where he’ll continue to lead new business and marketing activities whilst also overseeing the region’s global solution operations.

Hardy’s tenure of Chief Client Officer of APAC is effective immediately.

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