

MediaCom promotes Toby Jenner to Worldwide COO

GLOBAL PEOPLE

10 MAR 2015 3 min read

MediaCom has announced the appointment of Toby Jenner, currently Global Business Development and Marketing Officer, as Worldwide Chief Operating Officer.

Toby has been successfully leading MediaCom's best-in-class global business development and marketing capability within the organisation since 2013. In that time, MediaCom has won close to \$6bn in new business including Fonterra, Danone, Sony Mobile and Electronics, eBay, the global planning task for Mars, as well as expanding its relationships with P&G and The Coca-Cola Company in multiple markets.

This has resulted in MediaCom being the #1 ranked most competitive global agency network, according to RECMA's 2014 Compitches Report.

Toby will retain his current global business development and marketing responsibilities, while adding a number of additional areas to his new remit. This includes spearheading our global roadmap and business plan, driving our Content and Connections positioning globally, and supporting the agency's Global Account Directors and Specialist Function Units.

Adding these areas to his existing responsibilities will help us offer a more compelling point of difference to our existing and future clients, as we bring them the very best of MediaCom, GroupM and WPP.

Toby brings a wealth of experience to the Worldwide COO role. He was previously COO for MediaCom in APAC and has also held senior leadership roles in the UK and Australia for both MEC and MediaCom.

"Toby is a proven leader within the executive team and has done a fantastic job for MediaCom in his current role, helping us to win an unparalleled level of new business in 2014. In line with our 'People first' belief, I'm delighted that we could fill this role internally with somebody who exemplifies the values and ambition of the agency. Toby's management expertise and business development instincts will help us further ensure we're delivering an unmatched level of consistency across our network for the benefit of our clients," said Stephen Allan, Worldwide Chairman and CEO.

Toby said, "I am thrilled to be stepping into this exciting new role. I've been with MediaCom for eight years and I still remain surprised and challenged by our entrepreneurial spirit, our unwavering commitment to building deeper relationships with our clients, and our unfaltering ambition to be the best agency in the world. What's even more exciting is our Content and Connections positioning that we embarked on last year, something that has

pulled together the best practices, tools and people from around the world to offer a unique systems-led approach and product that is resonating with our clients. It's an incredibly exciting time to be at MediaCom and I look forward to driving this story further in 2015."

GLOBAL PEOPLE