

# MediaCom USA adds firepower with new senior hires

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Agency announces the appointment of new leaders for its digital, multicultural and new business practices.

Jose Bello has joined MediaCom USA as Managing Partner, Head of Multicultural. Jose comes to MediaCom from Starcom with more than 20 years of experience in corporate marketing, strategic consulting, advertising and media, serving Fortune 500 companies in the U.S., Latin America and Russia. His media journey started in 2006 with Starcom Miami, where Jose managed key accounts including P&G, Kraft and Diageo in LATAM and, most recently, Coca-Cola, Novartis, Sandoz, Diageo and Heineken in Russia. As

opportunities for the agency's U.S. clients grow, Jose's mission will be to ensure that MediaCom's market access, intelligence, ideas and execution are superior in the marketplace.

**Steve Carbone**, MediaCom's new Managing Director and Head of Digital and Analytics, joins from the full-service digital agency UMarketing Digital, where he was President and a founding partner. UMarketing's vision was to leverage creativity and data modeling to deliver measurable and continually optimised client communications that drive results. Before starting UMarketing Digital, Steve ran the North American practice as President of Nurun, a global interactive agency. He also spent over 20 years at Grey Global, eventually becoming President of G2 Direct & Digital (previously Grey Direct). During his tenure at Grey, Steve stewarded numerous top clients, including Adobe, BP, BellSouth/AT&T, Bank of America, Lucent and Warner Brothers.

**Khartoon Ohan**, MediaCom USA's new Managing Director and Chief Growth Officer, joins MediaCom from Clear Channel Media and Entertainment, where she developed cross-platform programs and led client relationships with AB InBev, MasterCard and many others. Prior to Clear Channel, Khartoon led winning North American and global pitches at BBDO that helped the shop pick up over \$3.5B in billings. During her tenure, BBDO won Agency and Network of the Year recognition from The Gunn Report, Advertising Age, Adweek, Campaign and the Cannes Festival.

"We are continually on the lookout for the best talent both in and outside the media industry: talent that can truly help us deliver experiences that make people see brands differently," said Sasha Savic, CEO of MediaCom USA. "Jose, Steve and Khartoon bring the deep relationships, leadership skills and spirit needed to be at the top of this business."

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