

# MediaCom Worldwide boosts digital and data leadership

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## Recruits Deirdre McGlashan from Aegis to become first Chief Digital Officer

MediaCom has made two key appointments to boost its digital leadership team and ensure it develops the solutions that clients need in the era of "big data".

The agency has hired Deirdre McGlashan as its first Chief Digital Officer. Deirdre was previously Head of Digital, Global Clients at Aegis Media, where she successfully boosted thought leadership, innovation, standardisation of systems and tools, as well as external partner relationships.

Prior to her role at Aegis Media in London, Deirdre was CEO, Greater China at Isobar, a full service digital agency owned by Aegis with offices in Beijing, Guangzhou, Hong Kong and Taipei.

She was previously a founding partner of AnalogFolk, a full service creative agency based in London that worked for Disney, Asics and LVMH among others. She has also worked for Agency.com both in San Francisco and London.

Deirdre will report to Worldwide COO, Harvey Goldhersz, working with him to ensure continuity and synergy in the evolution of MediaCom's full range of digital offerings.

Harvey will now assume responsibility for the agency's data and technology capabilities and ensure they remain at the leading edge across all aspects of the business and product, including insight, strategy, implementation, analytics and operations.

In this role he will work closely with other WPP companies such as GroupM and Kantar Media to create integrated products that leverage the full range of WPP assets, expertise and data to create business advantages for MediaCom clients.

Harvey will continue to oversee North America as CEO.

"This is by far one of the most important hires we have made in the last five years and we were won over by Deirdre's breadth and depth of knowledge, her extensive international experience and some incredibly positive feedback

from past clients and peers. I'm in no doubt that she will make a real difference at MediaCom and importantly for our clients," said Stephen Allan, Chairman and Chief Executive of MediaCom Worldwide.

"We are delighted that Deirdre is joining the team. Her experience on worldwide assignments and in key markets, such as US and China, will prove invaluable as we help our clients navigate a world that is increasingly global and digital," added Harvey Goldhersz, COO, MediaCom Worldwide and CEO, North America.

"I'm thrilled to be joining MediaCom in this exciting new role. I have been impressed with the quality of talent and the culture at MediaCom, and the sophistication of their approach to content, connections and measurement blew me away. I can't wait to start working with the team and their fantastic set of clients," said Deirdre McGlashan, Chief Digital Officer, MediaCom Worldwide.

Deirdre will join MediaCom on June 16th 2014.

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