

Sasha Savic named Advertising Age Media Maven

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Recognition the latest honor bestowed on agency in 2013

NEW YORK, September 25, 2013 - MediaCom USA announced today that CEO Sasha Savic has been named a "Media Maven" by Advertising Age.

Each year, Advertising Age bestows the prestigious Media Maven accolade on the world's leading media strategists: a mixture of agency executives, marketers and media owners leveraging creative thinking and innovation to produce stellar results for their companies, partners and clients.

Before joining MediaCom USA from Havas in 2012, Sasha was an EVP, Global Managing Director for SMG/Publicis Groupe where he was a key driver of the agency's global Procter & Gamble business. His international experience also includes nearly 15 years in both the US and Europe at Universal McCann. Sasha's client list at UM included Coca-Cola, Microsoft, Lucent Technologies, ExxonMobil, Intel and Brown-Forman.

Since his arrival last year, Sasha's vision and passion have resulted in MediaCom organic client growth, new business wins and numerous awards, including:

- Two Cannes Lions, Adweek Media Plan of the Year, three OMMA Awards, a One Show Entertainment Award, a Creative Media Award and recognition at the 2013 Festival of Media and M&M Global Awards for Volkswagen's "The Beetle Shark Cage"
- An OMMA Award for Canon's "Project Imagina10n," which also won the agency a Gold Cannes Lions in its previous iteration, "Project Imagin8ion"
- The first ever 4As O'Toole Award for Excellence in Media (large agency category)
- Managing partner Andrea McAteer named a top media planner by Broadcasting & Cable
- Inclusion of Chief Product Officer Chris Pyne and Head of Digital Investment Vik Kathuria on The Internationalist's 2013 Global Innovators List
- The International Advertising Association Silver Brilliance Award for Brand USA's "Land of Dreams"
- Billboard's Concert Marketing & Promotion Award for Pennzoil's "Long Love Cars" campaign, featuring country music singer Tim McGraw

"When I first met Sasha, I immediately recognized in him that ideal blend of creativity, media 'know how' and leadership qualities, and he's successfully applied all three to his CEO role in the USA," said Stephen Allan, MediaCom Worldwide Chairman and CEO. "I'm delighted to see the industry formally recognize his talent and contributions."

A native of Bosnia, Sasha began his career as a founding member and producer of YouthRadio, the first independent radio station in the former Yugoslavia. He studied mechanical engineering at the University of Sarajevo and actively supports environmental causes and sustainability through participation in the North Atlantic Salmon Fund.

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