

The Internationalist names MediaCom-ers Agency Innovators

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Global Chief Strategy Officer Matthew Mee and MediaCom USA's Chief Digital and Analytics Officer Steve Carbone named Agency Innovators by The Internationalist

Two members of MediaCom's senior management have been named as Agency Innovators for 2014 by global marketing title, The Internationalist.

The awards are designed to recognise agency leaders who are transforming the shape and role of their companies, broadening the areas where they add value for advertisers in areas such as trading, procurement, strategy and digital.

Global Chief Strategy Officer Matthew Mee has been recognized for his role in delivering MediaCom's market-leading global connected planning system, while Steve Carbone, Chief Digital and Analytics Officer at MediaCom USA, has been awarded for his work in driving innovation across the agency's 225-strong digital team.

Matthew has just launched MediaCom's new connected planning approach and digital hub to all 5,800 agency staff across the global network. It's designed to ensure the agency's clients benefit from transformative communications performance by focusing on their whole communications system rather than just individual channel siloes.

The rollout of the digital hub gives the agency's planners the tools they need to apply systems thinking to the key communications challenges faced by their clients, whatever market or sector they operate in.

Steve joined MediaCom USA in 2013 to ensure MediaCom produces the most innovative digital work in the media sector. He leads digital for some of the biggest US advertisers, including Volkswagen, Subway, Shell, Revlon, Dell and Bayer. He previously led Grey Interactive, G2 Direct & Digital and was a founding partner at UMarketing Digital.

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