



MediaCom strengthens senior bench with three new hires

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Media planning agency, MediaCom Ireland, have recently made three significant additions to its senior management team; Simon Kennett as Chief Client Officer, Iuliana Stere as Senior Digital Account Director and Paul Monteath as Digital Strategy Director.

Simon Kennett joins the agency as Chief Client Officer, with over 20 years' agency experience in the UK. Most recently he was Northern Europe Business Lead on GSK at MediaCom London since 2013 and previously worked on the Tesco PLC account for over 12 years. Simon's experience in strategic media planning, coupled with a real understanding of how media spend drives business results, will add another layer of depth to MediaCom Ireland's strategic capabilities, client service relationships and the overall growth of the business in Ireland.

Paul Monteath takes on the role of Digital Strategy Director and joins Mediacom Ireland

from Tesco Bank in Edinburgh, where he was Digital Transformation Manager. He has worked in digital for over 10 years with Digitas LBi and brings a wealth of experience through leading blue-chip brands in the Tech, Financial and Travel sectors, especially across search and e-commerce.

Iuliana Stere joins the agency as Senior Digital Client Director. She has over a decade of agency experience, most recently with Mediacom and Initiative Media in her native Romania, where she was responsible for digital campaigns covering the entire eastern European region for a range of global advertisers such Procter & Gamble, Pepsi, Pfizer, DELL and Sony.

Peter McPartlin, CEO MediaCom Ireland, said of the new hires:



There is a real battle for talent with experience across the Irish agency market currently. With the recruitment of Simon, Paul and Iuliana I think we have done exceptionally well to add three individuals with real depth and multi-market experience that will contribute to the advice and thinking that we offer clients.



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