

# Adam Potashnick named as US COO



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Adam Potashnick has been appointed as MediaCom's US Chief Operating Officer, effective immediately.

In this new role, Adam will lead the strategic execution of driving excellence and efficiency across all operations of the business, which is comprised of 900 people in New York, LA, Chicago and Ann Arbor.

Prior to this appointment, Adam was Chief Growth Officer, a position he was named to in 2015. In that role, he led multiple successful and high profile new business pitches, including

Uber, Bose, Ally bank, adidas, Reebok, Hilton, Amtrak, Signet Jewelers, Indeed, PhRMA, Richemont, MetLife, Walgreens, Sony PlayStation, eBay and many more.

That success led to MediaCom being named the most successful agency of 2018 in the COMvergence New Business Barometer Full Year 2018 report for the US.

As COO he will retain his leadership responsibility for business development while taking on additional responsibilities for the business and financial operations of new clients to the agency, product development and the speciality services divisions which includes content, social, sports and sponsorships.

MediaCom US CEO Sasha Savic said, “Adam has done amazing things for MediaCom as our Chief Growth Officer – leading us to win an unparalleled level of new business. He is the epitome of the ambition of this agency and adding these areas to his existing responsibilities will help us offer a more compelling point of difference to our existing and future clients.”

Potashnick said, “My motivation has always been to create real, long term business growth for MediaCom and for our clients and now I can ensure we’re bringing them all the very best of MediaCom, GroupM and WPP every single day. I can’t wait to get started.”

Since joining MediaCom in 2006, Adam has held several executive leadership positions including VP, Global Media Director for Dell and Managing Partner, Group Account Director, for ABInbev.

In his new position, he will continue to report to Savic, and work closely with [newly appointed global COO, Nick Lawson](#).

## PEOPLE