

NEWS

Jakub Kossut appointed CEO of MediaCom Poland

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Former COO has been with the agency for 15 years

MediaCom has appointed COO Jakub Kossut as CEO of its Polish agency. He replaces Agnieszka Kosik, who is leaving MediaCom to pursue opportunities outside of the group. Jakub, who was previously COO, will work closely with Agnieszka over the next few months to ensure a seamless transition, before she leaves the agency on Tuesday 31 July 2018.

Jakub has been with MediaCom for 15 years, working closely with Agnieszka to attract new business and build its capabilities during that time. As COO, he has provided leadership to the entire agency, which currently ranks as 3rd in the market*. During this time, the company has been awarded Agency of the Year on four occasions, while more recent highlights include winning the Grande Effie at the 2016 Effie Awards Poland.

“It’s a great honour to be named as CEO of MediaCom Poland and to lead such an excellent team. Over the last 15 years we have grown our team and our capabilities dramatically and we are now much better placed to help our clients face their business challenges with confidence that the right content and connections can deliver transformational results,” said Jakub.

“It’s always fantastic to promote new leadership from within our teams and Jakub has demonstrated that he has all the qualities needed to be an outstanding CEO and lead our Polish agency to greater success. MediaCom is dedicated to providing outstanding career opportunities and Jakub’s success should remind all our staff that People First, Better Results is not just a slogan but a firm part of our business philosophy,” said Nick Lawson, EMEA CEO at MediaCom.

“I would also like to thank Agnieszka, who is leaving MediaCom for opportunities outside the group, for her hard work and leadership over the years; she has inspired a new generation of systems thinkers in Poland.”

*Source: RECMA Overall Activity Volume 2016, Published June 2017

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