

A close-up photograph of a man with short brown hair and a light beard, wearing a dark blue shirt. He is looking slightly to the right of the camera with a neutral expression. The background is blurred, showing what appears to be an office or public space with other people and lights.

# Josh Krichefski Named MediaCom's Global Chief Operating Officer

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## Global CEO Nick Lawson makes his first appointment as worldwide leader of the network

MediaCom has named Josh Krichefski as Global Chief Operating Officer of MediaCom, whilst retaining his CEO responsibilities for the EMEA region – the role that he has held since September last year.

Reporting directly into Nick Lawson, the network's new Global CEO, Josh will work alongside Nick to deliver the ambitious plans for cross-company integration with WPP and GroupM, and drive the network's proposition.

He will retain his position as CEO EMEA with his core regional team taking on further day-to-day management responsibilities for the region.

Josh joined MediaCom from Havas in 2011 to take the role of EMEA COO. He was named COO of MediaCom UK in 2013, before becoming CEO in 2016.

During his time at the network he helped MediaCom UK secure No. 1 global agency status in both the WARC Media Ranking and the RECMA Vitality report, in addition to winning and retaining an array of blue chip accounts, including Sky, AzkoNobel, Mars, Paddy Power Betfair, adidas, Lloyds Banking Group and Direct Line Group.

In line with the agency's philosophy of People First, Better Results, he also championed programmes that improve life at MediaCom, resulting in the lowest staff churn for years. These include the launch of the Mental Health Allies programme, activities around Pride and Mental Health Awareness Week, the introduction of empathy ambassadors, unconscious bias training, diversity surveys and Conscious Leadership training for the top 65 leaders in the business.

Nick Lawson said: "Josh's promotion will come as no surprise to the many clients and colleagues who have worked with him over the years. Josh is a genuinely world-class act. He brings forward-thinking ideas and rich expertise to our clients helping to continually grow and improve their brands' performance. For our people, Josh's experience of fostering and encouraging an incredible People First culture, that has diversity and inclusion at its heart, will prove invaluable to our global network."

Josh Krichfski added: "I'm thrilled to be taking on this global role. I've always been inspired by the people at MediaCom and our ability to deliver work that transforms our clients' businesses. My focus will be on continuing to drive our culture and capacity to do so."