

MediaCom announces leadership for Global Network Hubs

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Kate Rowlinson promoted to Managing Director, Worldwide Hubs

MediaCom has promoted Kate Rowlinson, previously Joint Managing Director of EMEA, as part of a new strategic focus on its network of global hubs.

The network currently has six Worldwide Hubs, in London, New York, Singapore, LATAM, Dusseldorf and, most recently, Paris, which opened in 2017. Rowlinson becomes Managing Director, Worldwide Hubs with immediate effect.

MediaCom believes that the hubs, which contain global account teams and specialist service experts such as digital content creation, have been a critical ingredient in reassuring clients that the network can deliver the same services to a uniformly outstanding level in

every market.

Clients also benefit from the creation of centres of excellence for specialist services, enhanced global account management expertise, economies of scale and product excellence for MediaCom's digital execution capabilities as well as more effective reapplication of best practice.

Rowlinson will be charged with developing a strategy to grow the hubs in a way that will deepen senior client stakeholder relationships as well as enhance the development of customised solutions for advertisers. Further, they will ensure all hubs operate to the same best practice guidelines, ensuring both better integration but also enhancing mobility opportunities for staff.

"Our global hubs have provided an impressive service for our clients, giving them faster, more effective access to senior expertise and allowing us to develop new specialist services that offer greater efficiencies. They ensure that we can deliver the same exceptional service in every market, however there is still scope to improve and enhance this incredibly powerful part of our global network. The expertise of Kate leading the Worldwide Hubs will ensure clients get the very best that our network has to offer" said Stephen Allan, Chairman and CEO of MediaCom.

Rowlinson will work collaboratively with the established leadership teams across the regions. The teams will continue to report into the respective regional leader across EMEA, NAM, LATAM and APAC.

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