



# MediaCom appoints Bianca Best as Managing Director of BLINK and Strategic Partnerships

PEOPLE

14 SEP 2018

## Industry veteran to help grow MediaCom's emerging tech division

MediaCom has named Bianca Best as Managing Director of BLINK and Strategic Partnerships. In this role, Bianca will be responsible for growing BLINK, MediaCom's emerging technology division, and refining MediaCom's media partnership strategy. She joins with immediate effect and will report into Deirdre McGlashan, Global Chief Digital Officer.

BLINK, MediaCom's emerging technology division, was launched in 2016 to help MediaCom's clients harness the power of new technologies and partner with innovative startups to solve business problems. Engagements range from establishing dedicated corporate innovation programmes to executing pilot projects and scaling solutions for a

variety of problems. These include delivery solutions, quality assurance for store compliance and couponing.

For this part of her role, Bianca will work closely with Liam Brennan, Global Director of Innovation Programmes, and Deirdre McGlashan, to provide vision and leadership during a period of exponential growth. Liam will continue in his role leading client engagements.

On the Strategic Partnership side, Bianca will work with Nick Slaymaker, Global Head of Trading, to define and refine MediaCom's media partnership strategy. This includes converting strategy into client and team action plans with key media partners to deliver value to clients.

Bianca joins MediaCom from Dentsu Aegis, where she was Executive Director of 360i Europe. In this role, she was responsible for 360i's European markets profitability, products, and new business. Bianca has over 12 years of media experience, prior to which she founded and ran a successful bespoke marketplace business for over eight years.

"We are delighted at the prospect of Bianca growing our BLINK offering and providing the leadership skills she has shown throughout her career. Her entrepreneurial background, coupled with her experience in media and marketing, makes her a major asset to our agency. We're excited to welcome Bianca to MediaCom," said Deirdre McGlashan, Global Chief Digital Officer.

"In the volatile and ever-evolving landscape brands are operating in today, BLINK will help our clients trial innovation (which we see as part of every client brief) and achieve sustainable, long-term business success. Only once brands partner with technology specialists can they realise their ambitions of true digital transformation. I see BLINK becoming an essential complementary pillar to Mediacom's already world-class offering," said Bianca Best, Global Managing Director of BLINK & Strategic Partnerships.

## PEOPLE