

A portrait of César Recalde, a man with short brown hair, wearing a dark blue blazer over a light blue shirt. He is looking directly at the camera with a neutral expression. The background is a white wall with large red letters, including 'MEDIA' and 'P...e fir...'.

MediaCom appoints César Recalde as new CEO for Latin America and Caribbean

PEOPLE

18 JUN 2019

Recalde will continue the on-going expansion of MediaCom services available to clients and partners in the region

César Recalde has been named as MediaCom's new CEO for Latin America and Caribbean. He takes up the role with immediate effect and will oversee MediaCom's fast-growing regional network, which last year became the third largest in LatAm (*Comvergence 2018 data*), across nine markets.

César will continue the on-going expansion of MediaCom services available to clients and partners in the region, ensuring that they have access to the best possible tools, talent and insight the agency can offer.

César joins from GroupM, where he was Chief Business Development Officer for Latin America, helping the group win integrated regional projects across WPP for brands such as Alicorp and CMPC.

Prior to this, he worked at MediaCom as both Chief Business Development Officer for Latin America and CEO of MediaCom Spain.

César will join MediaCom's Global Exco, reporting into Worldwide Chairman and CEO Stephen Allan, and retain his position on the GroupM LatAm Exco.

"I'm delighted to be back at MediaCom. Having previously held several roles in three different countries across two regions at the agency, including five years in Latin America, I now have a huge opportunity to continue to expand our unique System Thinking approach. MediaCom has an incredible team of talented people across the region as well as strong local leaders, all of which are passionate and committed to their daily work. My main goal will be to inspire and support them to continue creating and delivering great work for our clients," said César Recalde.

"I'm delighted to welcome César back to MediaCom to take on this vital role – Latin America is a key region for our network and our client partners. César's previous time with the agency will enable him to hit the ground running and ensure that we continue to develop our services in a way that enables our clients to use media as a vehicle for growth," said Stephen Allan.

MediaCom was recently named Agency Network of the Year in Latin America by Festival of Media, having also won Agency of the Year (*MediaCom Mexico*) and Campaign of the Year ([*Lo Chingón Está Aquí*](#), *Cerveza Victoria*, *MediaCom Mexico*) for the region.

PEOPLE