

A portrait of Felicity Long, a woman with long brown hair, wearing a black top with white floral patterns. She is looking slightly to the right of the camera with a neutral expression.

MediaCom appoints Felicity Long as Managing Director of Connected Execution

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Ex-iProspect Managing Director takes newly-created role

MediaCom has appointed Felicity Long in the new role of Managing Director of Connected Execution, effective Monday 1 October. She will focus on building and growing the network's digital product excellence and servicing client best practice across all global accounts within Connected Execution. Felicity's brief includes setting the digital vision, products and service requirements for the Connected Execution Team.

Felicity will be working closely with Syma Nassar. Syma will continue in her role leading the day-to-day operations for Connected Execution. Syma has been instrumental in the growth, set up and development of MediaCom's CE offering, its ways of working, integration with client teams and, of course, in leading the team.

Syma, as Director of Operations Connected Execution and Worldwide Hubs, will take on additional duties working on the delivery of the World-Wide Hubs plan and sharing her knowledge and experience across other MediaCom Hubs.

In this role, MediaCom will be harnessing Felicity's broad range of experience to enhance the offering and management team of its Connected Execution division and integrate it into its network of worldwide hubs.

MediaCom's Connected Execution team has gone through hyper-growth since its inception in 2015, growing from 65 people to an estimated 165 in 2018. During this time, the agency has established a successful Paid Search, Paid Social and Programmatic Buying Unit, as well as an Ad Ops and Tech division.

Felicity will join Mediacom on Monday 1 October 2018 from iProspect, where she was Managing Director. In this role, she was responsible for the overall business, from P&L to product to marketing and new business. Felicity has 16 years of media experience and has worked in a wide range of digital roles, including buying and planning as well as broader leadership roles.

"We're thrilled that Felicity will be joining the MediaCom Connected Execution team. Her digital product, client and team leadership capabilities will ensure that we continue to provide unbeatable and marketing-leading insights into the platforms that all brands need to master. She is a proven driver of agency success and I know she'll be a huge asset to our business," said Kate Rowlinson, Managing Director, World Wide Hubs.

"I'm very excited to be joining MediaCom, which has been an agency that I've admired as a competitor and media practitioner for years. The team in Connected Execution is hugely passionate about delivering great work that is admired across the industry. I'm looking forward to playing my part in working with the leadership team to continue to build on that success," said Long.



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