



MEDIACOM

MediaCom appoints Jo Rigby as Global Head of Business Development & Marketing

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Jo Rigby has been named as MediaCom's new Global Head of Business Development and Marketing, responsible for coordinating the network's teams as it seeks to continue its unprecedented run of new business success.

She joins MediaCom from Vizeum where, as Global Head of Marketing and New Business, she was responsible for securing key clients including Burger King and Honda across Europe, Fox Networks in the US, and IKEA globally. Prior to her time at Vizeum, Jo spent over 14 years at Omnicom leading consumer insight and media tools development.

Jo will be working in partnership with Chris Binns, Global Chief Strategy Officer, Business Development to focus on how the agency can grow their prospective clients' business. She also will play a key role in the development of MediaCom's prospect and pitch marketing, collateral and contact strategies.

She will report directly to Worldwide Chief Operating Officer Toby Jenner, working closely with the Global Exco. Additionally, she will work with regional and local business leaders around the network to help lead and support new business in market. She replaces Vincent Rebeix, who has become COO at MediaCom France.

Toby Jenner, Worldwide COO, MediaCom said "We are absolutely delighted to have Jo join our team at MediaCom. With more than 20 years' experience in the industry, we are confident that she will provide excellent leadership and will continue our recent track record of welcoming new clients to the MediaCom family."

Jo Rigby adds "I'm thrilled to be joining MediaCom, an agency that I have long admired for its scale and culture. I am looking forward to working with my new colleagues to ensure that MediaCom is even more successful in retaining and attracting the biggest emerging and established brands around the world."

MediaCom was recently named as the most successful new business performer for 2018 by research company RECMA. The company's New Biz Balance report revealed that MediaCom had won \$2.76bn worth of new business, more than any of its competitors in 2018, based on analysis of more than 1,000 account reviews worth more than \$10m.