

# MediaCom appoints Josh Gallagher as Chief Product Officer APAC

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Industry leader takes newly created role to develop MediaCom's product with a key focus on digital and data strategy.

MediaCom has today announced the appointment of Josh Gallagher to the newly created role of Chief Product Officer APAC. Josh was formally Chief Strategy Officer APAC, Havas Group.

Within his new remit, Josh's focus will be on driving the reputation and development of MediaCom's product with particular attention on content, digital and data strategy. His brief includes pioneering the development of a holistic strategic offering within MediaCom's Systems Planning framework. He will be responsible for internal capabilities in content, digital, strategy, data and technology disciplines.



Josh will work closely with regional client leaders and local market leadership across 16 APAC markets. He will also be part of the MediaCom APAC leadership team (ExCo).

Mark Heap, CEO APAC said of his appointment, “This was a really challenging role to fill as it touches many areas from technology to data, to creative and content. Josh was the outstanding candidate from a strong shortlist. We met several people who were excellent in one or two areas but Josh excelled as he has the experience, intellect and ability to work across many areas.

I particularly like the experience he’s had in creative strategy and how he understands brands and how to drive growth. That’s ultimately what we are here to do. Josh will be a great asset for us and our clients.”

Josh Gallagher, Chief Product Officer APAC, added “It’s prime time to innovate in our industry and with a nice sense of momentum at MediaCom, it is very achievable. There is a real willingness to set the pace.

Along with the great teams across the region, I look forward to the opportunity to become a real binding force with clients as they increasingly look to be more outcomes-focused with their marketing effort.”

Josh joins MediaCom from Havas Group where he was most recently Chief Strategy Officer APAC. During his tenure, he was responsible for the agencies media and creative strategic product across Asia Pacific. Prior to a relocation to Singapore in 2014, Gallagher worked in his native Australia in an array of senior strategy and digital roles for UM, Zenith and Kruse Digital.

During a career which has spanned more than 15 years, Josh boasts a plethora of achievements, including award wins at global, regional and local level, jury participation at international and regional awards, and frequent speaking appearances at prominent industry events.

Josh's tenure with MediaCom begins in October and he will report directly into Mark Heap, CEO APAC.

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