

A portrait of Marina Günther Guzmán, a woman with long brown hair, smiling and wearing a bright green turtleneck top. The background is a soft, out-of-focus grey.

MediaCom appoints Marina Günther Guzmán as new CEO for Latin America and Caribbean

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Marina Günther Guzmán has been named as MediaCom's new CEO for Latin America and Caribbean. She takes up the role on January 1st 2021 and will oversee MediaCom's fast-growing regional network, which last year became the fourth largest in Latin America (Comvergence 2019 data).

Her brief is to continue the ongoing 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.

She will be based in Mexico and will join MediaCom's Global Exco, reporting into Global CEO Nick Lawson, as well as being part of the GroupM LatAm Exco.

Marina joins from GroupM Mexico where she has been since May 2017, most recently as

CEO. Prior to this she held a wide range of senior management positions at Havas Media. She started her career at JWT in 1992.

Her appointment follows a wide-ranging recruitment process, assessing the best available talent, both internally and externally, to ensure that the network has the strongest possible leadership.

Until she joins the agency, her predecessor César Recalde, who is now CEO of GroupM LatAm, will continue to manage MediaCom LatAm and ensure there is a seamless handover of responsibilities.

“I’m thrilled to be named as LatAm CEO for MediaCom. During my time at GroupM, I have seen how well the agency delivers for its clients and the brilliant work that the team creates. We have ambitious plans for 2021 and a key element of that will be to continue to grow the talent we have in line with our agency philosophy of *People First, Better Results*. I can’t wait to start,” said Marina Günther.

“I’m delighted to welcome Marina to MediaCom to take on this vital role – Latin America is a key region for our network and our client partners. Her time at GroupM will enable her to hit the ground running and ensure that we continue to provide world-class services that enable our clients to drive business growth through media investment,” said Nick Lawson.

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