

A portrait of Willie Pang, a man with dark hair and glasses, wearing a dark blue suit jacket over a white shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a soft, out-of-focus indoor setting.

# MediaCom Australia promotes Willie Pang to Chief Operating Officer

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**Pang promoted to COO to provide authentic and inspirational leadership for MediaCom Melbourne's people and clients.**

MediaCom Australia has today announced the appointment of Willie Pang, currently Chief Digital Officer, to Chief Operating Officer.

A strong, visionary leader and an established member of MediaCom's leadership team, Pang began his journey with the agency 18 months ago. Since this time, he has successfully structured MediaCom and its clients for sustainable long-term success that has capitalised on the on going digitisation of the market.

With its growing economy and population, Melbourne is a key focus for MediaCom and is

a market that the agency has strong long term successes built on deep relationships with clients and partners. As such, Pang will relocate to Melbourne and as part of his new remit, will provide authentic and genuine leadership for MediaCom's people and clients, and will also be responsible for bringing together all the capabilities that MediaCom Melbourne has in order to successfully deliver end to end solutions for their clients.

Continuing to report into Sean Seamer, CEO MediaCom AUNZ, Pang will grow the business through product and new business development as well as a continued contribution to MediaCom's solutions product set nationally, including the Digital, Data and Innovation portfolio.

The seniority of Pang's Melbourne based appointment is reflective of MediaCom's investment in the market, and with Pang's energy and passion for product, this will further differentiate the agency in both Melbourne and Australia for many years to come.

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Sean Seamer, CEO MediaCom AUNZ said, "When we began our search for leadership in Melbourne, first and foremost we wanted someone that would be a strong cultural fit for our people and clients. Someone that can inspire, lead and bring a team together. In the past 18 months, Willie has demonstrated that he's an electric and engaging personality that does just that. Equally important was someone that would be able to build and drive a path to our vision by leveraging all the great people in Melbourne. His background in digital, venture capital and start-ups, along with his time at MediaCom, have given him the exact qualities to do just that. He is hands down the best person for the role and he takes it up with unequivocal support from the MediaCom and GroupM leadership teams."

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Willie Pang, Chief Operating Officer added "The last year and half have been the best of my career. I've learnt so much from our team of brilliant people in every market. I'm delighted to have the opportunity to expand the leadership scope and co-create the future with our people, our clients and our partners. I firmly believe that MediaCom is at the

forefront of transforming what it means to be a media agency and our Melbourne business will play a critical role. I'm a Melbourne boy, born and bred, and after 11 years away, this is a dream come true."

Pang's new remit is effective from 1st July and will see him transition throughout June.

## PEOPLE