



MediaCom duo named global digital pioneers

10 SEP 2019

MediaCom's Deirdre McGlashan and Sue Unerman form part of The Drum's 25 Women Who Have Shaped the Digital Industry.

Two of MediaCom's senior executives have been named in The Drum's 25 Women Who Have Shaped the Digital Industry.

Deirdre McGlashan, Global Chief Digital Officer, and Sue Unerman, Chief Transformation Officer at MediaCom UK, have been listed alongside 23 other inspiring women who have all played a significant part in building the digital industry we know today.

Deirdre was cited for her long track record in digital, starting in San Francisco during the dotcom boom of the 1990s, and her work at MediaCom today, inspiring everyone to

innovate, look at challenges from a different angle and move beyond digital marketing into technology-enabled marketing.

Sue was commended for her work in driving change across the agency and its clients as part of her transformation role with MediaCom UK. She was also praised for co-authoring The Glass Wall and winning and retaining a place on the FT's Heroes list for women who have championed gender equality at work for the second year in a row.

The listing was put together by The Drum to celebrate 25 years since the first banner ad with nominees firstly selected by industry nominations with the top 25 chosen by a panel of industry luminaries.

View the full list of female digital leaders [here](#) via The Drum.

PEOPLE