

The main title of the article, "MediaCom leaders named Agency Innovators by The Internationalist", displayed in large, white, bold, sans-serif font. The background is a blurred photograph of a woman with short brown hair wearing a red jacket, looking towards the right.

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## Kate Rowlinson and Rachel Brook recognised among industry's best

Two MediaCom leaders have been named as Agency Innovators for 2016 by global marketing title, The Internationalist. Kate Rowlinson, Managing Director, EMEA, and Rachel Brook, Managing Partner, Head of Advanced Analytics, MediaCom USA, have both been recognised on the list as some of the industry's best.

Launched in 2006, The Internationalist's Agency Innovators list awards agency executives who understand how to better connect brands with their customers in relevant, contemporary ways. This year, just 30 men and women from agencies throughout the world were chosen from several hundred nominations.

As Managing Director, EMEA, Kate Rowlinson has helped MediaCom win new business such as eBay EMEA (worth \$100m) and Danone EMEA consolidation (worth \$500m). This success has helped MediaCom redefine itself as the Content + Connections agency.

As Managing Partner and Head of Advanced Analytics, Rachel Brooks challenges the status quo to build confidence through data. In her role, Rachel has helped MediaCom become the first agency to fully integrate cross-channel measurement with digital analytics and business consulting.

Kate and Rachel's awards maintain MediaCom's history of innovation. In 2015, MediaCom's Global Chief Digital Officer, Deirdre McGlashan, and Director of Content and Creative, Caitlin Bergmann, were named Agency Innovators. In 2014, MediaCom's Matthew Mee and Steve Carbone [were also recognised](#).

[Click here to view the full list of winners.](#)

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