


MediaCom names new Global Chief Financial Officer

A portrait of Charlotte Frijns, the new Global Chief Financial Officer, with long brown hair, wearing a black top, looking slightly to the right.

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MediaCom has appointed Charlotte Frijns as the agency's new Global Chief Financial Officer, effective 1st January 2021, replacing Christine Fang who is returning to China for personal reasons.

Charlotte will join the agency from GroupM UK, where she is CFO, and brings huge experience of handling the financial side of agency life to MediaCom, having worked in a wide range of senior finance roles across Publicis Groupe companies prior to taking up her current position at GroupM.

"We are delighted to have secured a highly experienced agency CFO such as Charlotte to join the MediaCom leadership team. She will add huge insight to the way we manage both our current operations and new services that add value to our clients. I'd also like to say

thanks to Christine as well for her unstinting work in the last six months during some hugely testing times for all agencies,” said Nick Lawson, Global CEO of MediaCom.

“I am very excited to be joining MediaCom and playing my part in helping the network to continue its stellar growth. It’s an agency I have long admired both for the quality of its work but also for its sound approach to continued growth,” added Charlotte Frijns.