

# MediaCom names Stef Calcraft as CEO, Creative Transformation

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## Mother co-founder will take charge of the network's global creative capabilities

Stef Calcraft, the Mother co-founder, has been named as MediaCom's CEO, Creative Transformation. He will take charge of the network's global creative capabilities including its content arm – MediaCom Beyond Advertising (MBA) – its fast-growing Sport & Entertainment business, organic social, influencer marketing and creative technology divisions.

MediaCom was recognised in 2018, with six of the major global agency network of the year awards – including Campaign, Cannes Lions, M&M Global and Festival of Media Global. Building on this success, the critical need for creativity in every aspect of how a brand goes to market today, and the intent of supercharging creativity within the agency was the

impetus behind the creation of this new role.

Calcraft's brief is to integrate progressive creative thinking with modern media capabilities, media partners, social platforms and creative technology partners. His track record will ensure that MediaCom continues to develop ideas, enhance the opportunities offered to staff and deliver growth for advertisers.

He joins on Friday 1 October and will report to Nick Lawson, MediaCom's Worldwide Chief Operations Officer.

"This is a transformative appointment that reflects the need for data and technology to be combined with behavioural insight if we are to help our clients' businesses grow. Stef's appointment builds on the success we have already had with our MBA and Sports & Entertainment divisions, bringing with him his wealth of experience in creating and building brands. Communications are always more powerful when they have a brilliant idea behind them and Stef's experience will ensure that our teams have the support they need to develop and dynamically deliver even more ground-breaking campaigns," said Stephen Allan, Worldwide Chairman and CEO, MediaCom.

"I am a big admirer of MediaCom's culture, the strength and depth of the talent working around the world and the exceptional quality of the work it produces. The creative opportunities for brands to now fully express themselves and fulfil their potential are unrivalled. MediaCom has the resources, partnerships and ambition to make this a reality. I know the leadership well and am delighted to be joining the team," said Stef Calcraft.

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