
MediaCom strengthens leadership team in Latin America

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Agency appoints new Managing Directors in Chile and Uruguay to add firepower for 2019

MediaCom has strengthened its leadership team in Latin America by appointing two new Managing Directors. Martín Nuñez has been named Managing Director of MediaCom Chile with immediate effect, while Magdalena Ferri has been named Managing Director of MediaCom Uruguay. Magdalena begins her duties at the start of 2019.

Significantly, both hires come from within GroupM – testament to the talent emerging from the group and its focus on driving further growth in Latin America in 2019.

Martín, who was previously Managing Director of MediaCom Uruguay, has been at MediaCom since 2015. Prior to that, he led teams at Mindshare and OMD.

Magdalena, who was previously CEO of MAXUS, has worked within GroupM since 2010. She is a well-recognised professional in the industry and was recently acknowledged as one of the Best Media Planners by research company Equipos Mori.

“We are delighted that Magdalena and Martín will be leading our teams in Uruguay and Chile. They are both great assets for our organisation and will continue to prove this in their new roles. We know that with the support of the great teams we have in place locally, we are on the right track for success in the region,” said Fernando Silva, CEO Latin America and Caribbean.

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