

A close-up portrait of Willie Pang, a man with dark hair and glasses, wearing a dark suit jacket over a light-colored shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred indoor setting.

Willie Pang appointed new CEO of MediaCom Australia and New Zealand

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MediaCom has today announced the appointment of Willie Pang to the role of CEO of MediaCom Australia & New Zealand.

Acknowledging exceptional talent from within, MediaCom has today announced the appointment of Willie Pang, currently Chief Operating Officer, to the role of CEO of MediaCom Australia & New Zealand. Pang will take the reins from Sean Seamer, MediaCom's incumbent CEO following Seamer's recent appointment as CEO of Supercars Australia.

Joining MediaCom in 2015 as Chief Digital Officer, and then promoted to Chief Operating Officer in July 2017, Pang has become an invaluable asset to the agency's people and clients.

Pang, a highly respected leader in the market, GroupM and within MediaCom, has more than 20 years' experience at the forefront of a number of technology specialities, both for major international organisations and start-ups. With a deep understanding of the business and commercial side of digital technology, Pang has played a leadership role in the transformation of MediaCom and diversification of the services provided to clients. Pang is set to bring his skillsets, intimate knowledge of MediaCom's people and product from his current position to continue to bolster MediaCom's capabilities through its offices in Auckland, Brisbane, Melbourne and Sydney.

Mark Lollback, CEO GroupM Australia & New Zealand said of Pang's appointment, "I am extremely pleased to announce the leadership succession of MediaCom to Willie Pang as the agency's new CEO. Willie is an impressive and talented individual who I have no doubt will continue the incredible momentum Sean has created within MediaCom over the last two years.

A valued and respected member of our group, Willie's promotion is a natural progression for him which also truly exemplifies MediaCom's depth and breadth of talent."

Willie Pang, CEO MediaCom ANZ added,

"I am incredibly humbled to have been appointed CEO of MediaCom ANZ. I am passionate about continuing to build upon an already skilled team, one that will deliver incredible business performance for our client's brands.

My commitment continues to be providing best-in-class service to our clients and partners. We have a wonderful culture built on putting our people first and I relish the opportunity to help each and every one of our team members be the foundation for MediaCom to grow and prosper.

I'd like to thank Sean for his commitment, passion and guidance since I joined the team. I'm very grateful to have had his support and leadership".

Stephen Allan, Worldwide Chairman & CEO of MediaCom said, "As one of our largest markets, Australia is a key part of MediaCom's global network, and it's a region we're committed to growing even further. Under Willie's leadership, I'm confident we'll do so.

Since joining our network in 2015, Willie has played a pivotal role in driving innovation and spearheading new operating systems and models to benefit both our agency and our clients. As CEO, he'll use his leadership and knowledge of MediaCom's people and clients to enhance and develop our services further.

His appointment is reflective of the outstanding contribution he has already made to MediaCom both in Australia and globally."

MediaCom is a top 3 media agency in Australia, with estimated RECMA billings of \$1.3billion (source RECMA June 2017) and 300 staff across Auckland, Brisbane, Melbourne and Sydney. The agency starts 2018 on a high off the back of an incredibly successful 2017 that saw MediaCom lead the new business rankings in Australia with an array of new business wins including clients such as eBay, Australian Unity, Uber and Mars.

The change of leadership is effective from March 1st and will see Pang continue to reside in Melbourne.

MediaCom is part of WPP AUNZ, Australasia's leading marketing communications group.

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