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# Yaron Farizon appointed CEO of MediaCom Russia

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## Farizon replaces outgoing CEO, Sergey Khokhlov

Yaron Farizon has been named CEO of MediaCom Moscow, effective January 2018. He was previously Europe Business Leader for MediaCom's Team P&G, a role he has held since 2014.

With a wealth of media agency experience and a strong communications planning and strategy role, Yaron has the experience and knowledge to continue delivering innovative solutions to current and future clients' businesses.

Yaron's brief at MediaCom Moscow will be to make sure the agency's clients across Russia continue to benefit from the best tools, talent and connected communications from the MediaCom network. This includes leveraging our existing partnerships with media,

entertainment and sports rights owners to bring additional value and advantage.

On his promotion, Yaron said “I’m thrilled to be leading MediaCom’s team across Russia. Our planning product has grown impressively in recent years and I want to ensure that it maintains that trajectory and continues to provide brilliant insights, content and truly connected communications for its clients.”

“Russia is a crucial part of our global network and one that we continue to invest heavily in. I’m confident that Yaron’s leadership will enable us to enhance and develop our services even further, ensuring that our clients continue to create great content that connects with their target audiences. MediaCom would like to thank Sergey Khokhlov for his contribution in leading MediaCom Russia since 2011. We wish him well with his future projects and endeavours outside of the Group,” said Nick Lawson, MediaCom CEO for EMEA.

MediaCom Russia is currently the fifth-largest media agency in the market, according to RECMA. Its clients include Mars, GSK, Dell, P&G and Sony.

## PEOPLE