



# Josh Krichefski named No.1 Media Suit in Campaign's Hot in 2018 list

[ADVERTISING](#) [PEOPLE](#) [RECOGNITION](#)

12 DEC 2018

## MediaCom UK's CEO tops Campaign's annual list

Campaign's *Hot in 2018 list* looks at those who have had success and influence this year, along with outstanding company achievements. Josh is not the only MediaCom success, with Steve Gladdis placing as No.2 Media Planner and Phil Hall as No.5 Media Buyer.

Josh's win comes after a triumphant 2018, in which MediaCom fought hard to retain Sky's £300m account, as well as helping to win Adidas and Mars globally. Alongside this, Josh championed heavy investment in a mental health initiative which has seen a support system established for staff during an extremely demanding year. All of this resulted in MediaCom being awarded Agency of the Year and Josh being shortlisted for Media Leader of the year at the Media Week Awards.

Alongside Josh in the line-up is Steve Gladdis, CSO of MediaCom UK, who has led MediaCom's planning team to great work in 2018. Steve was a key player in the Tesco's Food Love Stories campaign, which scooped a Grand Prix at Cannes Lions, as well as CRUK's *Live From Inside the Human Body*, which was recognised at the Campaign Media Awards. Honourable mention also went to Geoff De Burca who stood out for his planning talent.

Phil Hall is another to have achieved recognition, being described as "a straight shooter" in his role as Chief Commercial Strategy Officer. Phil has been instrumental to the Sky and Coca-Cola defences, as well as the Lloyd's Banking Group win in a closed review. Another great achievement for a MediaCom major player; we are incredibly proud and extremely thankful to Josh, Steve and Phil for their hard work this year. Congratulations!

#### ADVERTISING PEOPLE RECOGNITION