

The MediaCom logo is displayed in white, uppercase letters on a red rectangular background in the top left corner of the image.

MEDIACOM

The word "NEWS" is centered in a light grey font, with a short horizontal line underneath it.

NEWS

A composite image featuring two individuals. On the left is Nick Lawson, a man with a beard wearing a grey blazer over a white shirt. On the right is Kate Rowlinson, a woman with short red hair wearing an orange turtleneck and a tan cardigan. The background is a blurred office setting.

MediaCom announces changes to Worldwide, EMEA and UK leadership teams

GLOBAL PEOPLE FIRST UK

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Nick Lawson promoted to Worldwide Chief Operating Officer, Josh Krichefski becomes EMEA CEO and Kate Rowlinson to lead MediaCom UK London

MediaCom has promoted Nick Lawson, Josh Krichefski and Kate Rowlinson in changes to their Worldwide, EMEA and UK leadership teams. All changes will come into effect in September.

Nick Lawson, currently MediaCom's EMEA CEO and Global Client Practice Lead, succeeds Toby Jenner as Worldwide Chief Operating Officer. Nick will be responsible for driving the network's business development, marketing and product offers, while retaining his position as Global Client Practice Lead. Nick has been with the agency for 28 years, originally as part of the Media Business before it merged with MediaCom in 1999.

Josh Krichefski, who originally joined MediaCom in 2011, replaces Lawson as EMEA CEO, having spent the last three years as UK CEO. He takes responsibility for 4,400 people across 37 offices, driving the vision and culture for the region.

Josh is replaced as UK CEO by Kate Rowlinson, the agency's current Managing Director, Worldwide Hubs who has been part of the network for ten years. She will lead the country's biggest agency, comprised of 1,250 people across five offices.

Stephen Allan, Worldwide Chairman and CEO, said of the appointments:

“Nick, Josh and Kate’s track records in delivering truly innovative work are unparalleled and I am in no doubt they are the best people to lead the MediaCom network into its next exciting chapter. They will bring forward thinking and rich expertise to our clients, helping them achieve their growth agendas, and perfectly exemplify our *People First, Better Results* belief. Their continued personal growth has and will continue to deliver the best possible results for the brands we work with.”

Lawson and Krichefski will report into Stephen Allan, whilst Rowlinson will report into Krichefski.

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