

# MediaCom appoints Ben Rickard as Chief Digital and Data Officer

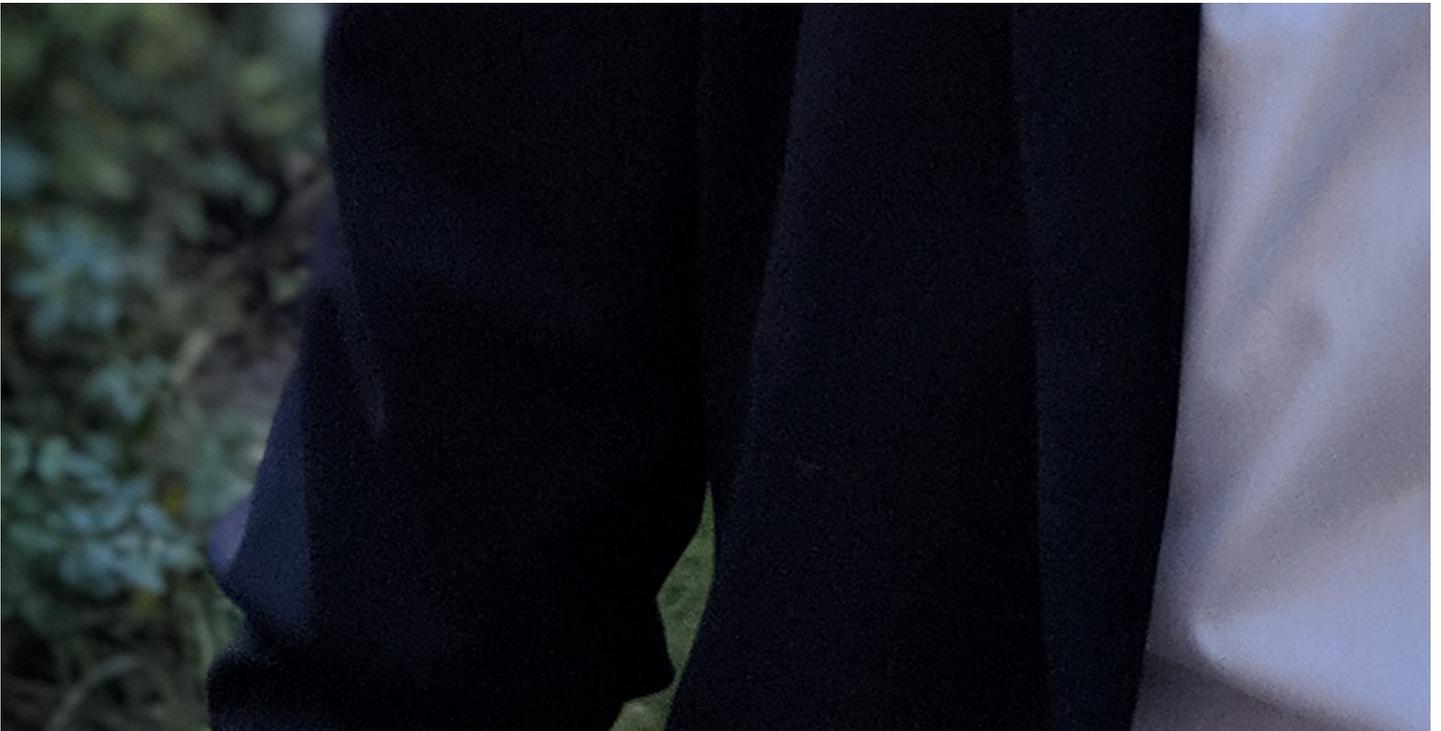
PEOPLE RECOGNITION TALENT

29 MAR 2018

Rickard to drive digital integration through the agency, establish a solid tech and data infrastructure and lead the digital transition of traditional media







MediaCom has announced the appointment of Ben Rickard as Chief Digital and Data Officer. The role will see Rickard lead MediaCom UK's digital and data transformation. His primary focus will be to build the digital and data community across the agency, driving the integration of these disciplines across all corners of MediaCom UK.

Joining MediaCom from Wavemaker, where he was senior partner having initially joined the agency as head of mobile in 2014, Rickard's ultimate goal will be to ensure all of MediaCom's digital and data capabilities are world class. This will involve ensuring that the basics of digital media planning and buying are delivered effortlessly to clients while also leading the agency's transition in to a fully digital and increasingly automated media world.

"I'm delighted to be joining MediaCom UK at such an exciting time. Digital and data is part of everyday life and plays a vital role in the work we do for clients," said Rickard. "But we are now at a point where data and machine learning can be introduced into everything we do. It isn't about art vs. science, it's about art perfected by science. MediaCom UK understands this and I'm proud to be taking the lead in delivering digital and data transformation across the agency and our clients."

Prior to his role at MediaCom, Rickard spent the early part of his career building financial eCommerce solutions at HBOS (now Lloyds Banking Group). He later set up his own mobile agency that later moved into WPP where Rickard was pivotal in creating JWT Mobile. After just under three years on the Creative side, Rickard made the move into media by joining MEC (Wavemaker) as Head of Mobile before becoming a Senior Partner.

"Ben brings with him a background of entrepreneurialism and innovation. He has a drive and hunger which matches our own and we're excited to bring him to MediaCom UK to drive our digital and data business," commented Josh Krichefski, CEO, MediaCom UK. "It's no secret that digital has completely changed our industry and that evolution is still happening. The use of data to better understand audiences and the customer experience offers huge opportunity for us and for our clients. Data can unlock creativity and Ben is going to be vital in delivering this."

Rickard takes up his new role on April 9<sup>th</sup> and will be based in the London office.

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