

A woman with long dark hair, wearing a yellow top and a necklace, is smiling. This image is part of a larger graphic that is split into four quadrants.

NEWS

MediaCom Appoints New Joint Managing Director of London

CULTURE PEOPLE UK

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MediaCom welcomes Satin Reid as its new Joint Managing Director of London, working alongside Danny Donovan. Reid replaces Luke Bozeat, who was recently promoted to Chief Operations Officer.

Reid joins the MediaCom team from Carat, where she was Group Client Partner working across UK and International business, and was instrumental in helping Carat retain the Diageo account. Alongside Danny Donovan, Reid will manage the London agency day to day, with £600m worth of client billings under her remit. She will be a part of the agency's senior management team driving best practice, new business and injecting new ideas into the agency's strong culture rooted in "People First Better Results".

Having started in the industry as a media planner at Universal McCann, Reid spent much of her early career in planning and strategy roles initially at Michaelides & Bednash, and latterly at Carat. In 2009, she became Head of Strategy and was promoted to the Carat board. After leading a number of the agency's key clients such as Adidas, Arla and Premier

Foods, she moved to a more commercial role to run a UK client business unit. She is currently a Group Client Partner, leading a team of UK and global clients with billings of around £200m.

Josh Krichefski, UK CEO said of her appointment, “I’m thrilled to have such a great talent in Satin join the team. She is an inspirational leader and I am delighted to have somebody of her ability representing MediaCom in the industry. Her strategic credentials and passion for modern working culture make her a perfect fit for MediaCom and a fantastic addition to the team. She joins MediaCom at an exciting time.”

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