

**MEDIACOM**



07 DEC 2017

It's that time of the year where Campaign review all the moments that defined the previous year, taking a closer look at our industry and celebrating the top people of 2017.

The best agencies, work, advertisers and people are all recognised, leading to a brilliant set of results.

This year has been exceptionally great for MediaCom, as a number of MediaCom Leaders were among those recognised.

UK CEO Josh Krichefski has been listed as the top 'Media Agency Suite'.

**Josh Krichefski, Chief Executive Officer, UK**

The energetic boss of Britain's biggest media agency has had a good year thanks to global wins for Walgreens Boots Alliance and Peugeot-Citroën owner PSA. Krichefski has freshened up the management team with a new cadre of younger leaders, and MediaCom won the most accolades of any agency at the Media Week Awards. Next year could be tough, though, as his biggest client, Sky, has launched a £300m review.

Click [here](#) to see the Top 10 media suits of 2017.

Joint Chief Strategy Officers Steve Gladdis and Chris Binns, as well as Chief Transformation Officer Sue Unerman are listed in the top 10 media planners list.

### **Chris Binns and Steve Gladdis, Joint Chief Strategy Officers**

When Sue Unerman moved to the role of chief transformation officer, MediaCom needed two brains to replace her. Binns is a smart strategist who understands the importance of building brands that can be part of culture. Gladdis is the unsung hero behind many of MediaCom's award wins, helping the agency to pick up more gongs than anyone else at this year's Media Week Awards.

### **Sue Unerman, Chief Transformation Officer**

The grande dame of media planning has passed on the baton at MediaCom to a new generation, but is still a vocal proponent of media strategy, not least through her online columns for Campaign. In the race for transformation, Unerman says success will come not from a data and tech arms race but from "people who know how to interpret the data".

Click [here](#) to view the full list.

Chief Commercial Strategy Officer Phil Hall has been captured as one of the top media buyers.

### **Phil Hall, Chief Commercial Strategy Officer**

With close to £1.5bn in billings, MediaCom's down-to-earth trading chief runs a business bigger than some UK holding companies. Walgreens Boots Alliance and PSA Group were two good global wins in 2017. Now, it's time to defend Sky's near-£300m account, in what will be the biggest UK review of 2018

To view the full list, click [here](#).

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