

# MediaCom promotes Luke Bozeat and Phil Hall

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We are promoting Luke Bozeat to the role of Chief Operations Officers, UK and Phil Hall to the role of Chief Commercial Strategy Officer, UK.

Luke Bozeat joined MediaCom as a graduate in 2000. Luke has played a pivotal role in new business, client service and more recently agency management in London. In 2010, Luke became Managing Partner, Joint Head of Client Services and in 2014 he was promoted to the new role of Joint MD of London alongside Danny Donovan.

As Chief Operations Officer, Luke will continue to look after client accounts but importantly will focus on a root-and-branch analysis and review of the UK business, ensuring we are adequately future-proofed to continue servicing your business to the highest standard.

Phil Hall also joined MediaCom 16 years ago as a Senior TV Buyer. He was made Joint Head of Investment four years ago and for the last 18 months had full responsibility of this area. He has played a key role in developing new ways of trading, creating more value for you our clients and having overall responsibility for the pricing and delivery of all client campaigns. In his role as Chief Commercial Strategy Officer, Phil will be responsible for setting MediaCom's commercial strategy and developing commercial products and relationships to ensure sustainable and diverse client partnerships for the future.

Phil is replacing Craig Lennon who is being promoted to Director, Commercial & Operations EMEA, overseeing the full remit of our commercial function across EMEA including: contract, compliance, client finance, identifying new opportunities and improving operational efficiencies and ways of working across markets.

We are delighted to continue our commitment to developing the talent we have here, please join us in congratulating Luke, Phil and Craig!

## PEOPLE