



MEDIACOM



NEWS

Moves within MediaCom UK leadership team

RECOGNITION TALENT UK

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MediaCom announces moves in the UK leadership team

We are delighted to announce a series of changes which will see four of our senior executives take on new roles within the business.

[Claudine Collins](#) will become our first ever Chief Client Officer. [Satin Reid](#), previously joint MD of MediaCom London, will be promoted and succeed Collins as the sole UK Managing Director, while [Danny Donovan](#), who shared the London MD role with Reid, will take on the role of MD Retail & Commerce. [Paul Cooper](#), currently Managing Director of MediaCom North, has also had his role expanded to COO of MediaCom North.

Claudine has been Managing Director for the past 7 years and in that time the agency has gone from strength to strength. Claudine has now made the decision to move out of her

role as UK MD and focus entirely on our clients. Collins has always been a dedicated and hardworking member of the UK EXCO and as Chief Client Officer she will be a driving force within it. Collins will be responsible for ensuring that the agency always understands client needs and delivers a strategy and engagement programme to deliver against them.

“In many ways, our industry has changed beyond recognition over the last decade. But the one thing that’s remained constant is the fundamental importance of the client relationship.”

Claudine Collins, Chief Client Officer, MediaCom UK.

Satin Reid will succeed Collins as UK MD, where she will be responsible for the overall health of the UK agency. She will focus on implementing the company’s cultural and strategic growth strategy, ensuring it continues to be an attractive place to work and a brilliant partner to clients. Having joined MediaCom in 2017, Reid has played a big part in maintaining its position as the world’s leading media agency, being pivotal in driving new business, client leadership and company culture.

In 2018 MediaCom UK restructured into seven individual end-to-end business units as a result of significant growth over the previous few years. The objective of this restructure was on fostering greater agility, efficiency, collaboration and entrepreneurialism within the agency, as well as accessibility for the agency’s media owner partners. Reid will oversee this new structure with each of the Managing Partners who lead the business units reporting into her.

Danny Donovan will take on the role of MD Retail & Commerce, where he will focus on growing our presence in this space. Working with commerce clients and client leaders within the business, Danny will apply category knowledge, industry perspectives and predictions to help solve their business challenges. He will also work with Theobalds Road

Consulting to advance our consultative approach in Retail and Commerce and innovate with category products and services.

Meanwhile, Paul Cooper has taken on the role of COO of MediaCom North, a promotion which acknowledges the role he has played in doubling the size of MediaCom's Manchester office whilst leading the acquisition and integration of Code Computer Love. Cooper will manage day-to-day operations of the business; delivering new clients, growing existing ones and ensuring the development of ground-breaking work.

"I'm lucky to be surrounded by a brilliant team and a big part of what makes them so great is their passion for what they do. Claudine, Satin, Danny and Paul have all played important roles for us and they'll continue to do so. They have all worked closely with me to define their new roles, making sure we are playing to each of their individual strengths. I'm excited for what the future holds for our agency and I'm proud to be leading the charge alongside this team."

Josh Krichefski, CEO, MediaCom UK

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