



Anush Prabhu named Internationalist Agency Innovator

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MediaCom Chief Strategy Officer one of twenty four industry leaders honored

MediaCom is proud to have our Chief Strategy Officer, [Anush Prabhu](#), named an Agency Innovator by The Internationalist.

When asked what innovative business solution he is most proud of, Anush said “Part of my role here is to nurture an environment where our people are empowered to innovate – that comes from encouragement, smart risk taking and the right amount of freedom to foster imagination. It’s this combination that allows us to deliver the MediaCom difference for our clients. What I’m most proud of is seeing the result of that in our clients success – we’re helping to build brands and build businesses.”

Anush believes innovation is crucial to MediaCom's success, "Almost every client in every industry is either being disrupted or outspent. To succeed, our strategy and solution need to be innovative. Our ideas and approaches pull to the front of our industry. How do we stay there? We know that creativity is fueled by data – combine that with our ideas and we are able to authentically and seamlessly tell a brand's story."

More to come – congratulations to Anush and the other Agency Innovators.

Every year, [The Internationalist](#) recognizes a group of 20-30 industry leaders from all corners of the globe who are embracing change and making a difference for their organizations and clients.

AWARDS PEOPLE