

MEC HIRES NEW DIGITAL LEAD

Malaysia – February 8th, 2012. MEC Malaysia, www.mecglobal.com, today announced the arrival of Matthew Ho as their new head of MEC Interaction. Matthew will report to CK Law, Managing Director of MEC Malaysia. The appointment is effective 1st March, 2012.

Matthew was previously Director of Business Consulting at Better Digital Solutions where he was instrumental in its inception, ascension and subsequent establishment as one of the premier digital media powerhouse's in the region. In his role there he was responsible for business development and revenue growth, leading a team to construct and deliver marketing strategies and solutions across numerous digital media platforms for some of the world's leading brands.

Prior to this role, Matthew worked for Media 2.0 as Business Director. As one of the early digital marketing pioneers in Malaysia, he successfully orchestrated multiple ground-breaking digital initiatives for iconic brands such as McDonalds, Samsung, Carlsberg, Air Asia and Cadbury, to name a few

Commenting on the appointment, CK Law said, "I am delighted that Matthew has decided to join us at MEC. His passion for all things digital, plus his knowledge of platforms through his working experience with brands such as Microsoft, Facebook and AdMob will be invaluable to our clients and teams as we continue to innovate our communications strategies. We're very excited by his arrival."

MEC Interaction is an integral part of the integrated service offering from MEC. Based on internal tracking, the Digital billing of MEC has doubled over the last 2 years. Major clients include Citibank, Colgate-Palmolive, Michelin, Caltex, Daimler, Accenture and DHL.