
MEC RECRUITS THE INDUSTRY'S BEST IN 2011

AGENCY ATTRACTS TOP TALENT INCLUDING INDUSTRY VET MARLA KAPLOWITZ AS CEO

New York, NY (January 3, 2012) – MEC North America, a leading global media agency (www.mecglobal.com), has this year continued to attract the brightest talent in the industry with key senior executive additions and promotions, announced by newly appointed Chief Executive Officer of MEC North America, Marla Kaplowitz. These include:

Dennis Donlin joined MEC North America as President Team AT&T. Dennis has over 30 years of media and creative agency experience and previously served as EVP, Managing Director of Mediabrands. Prior to that, he was the founder and President of GM Planworks at SMG. He sits on the North America Executive Committee, and is also responsible for driving MEC's strategic product in the region.

Michele Pauchuk joined MEC Canada as President and reports to Marla. She brings over 20 years of industry experience and most recently served as EVP, Managing Director of Initiative. Since joining, Michelle has announced **Dave Crammond's** promotion to Senior Vice-President, Managing Director of Trading and Operations, reporting to her. Dave joined MEC as Media Supervisor in 1992 and was named Head of Trading in 2008. Michelle also promoted **Tracy Bellamy** to Vice President, Managing Partner of Connection Planning, where she is responsible for developing MEC's product and strategy across all clients, driving integrated planning and delivering Active Engagement in Canada.

Julia Jones joined the agency as Managing Partner, overseeing the Colgate Palmolive account in North America, based in New York. She reports to Eamonn Store, President of Global Solutions. Julia has logged over 15 years of media and creative agency experience and joined from Initiative.

Abby Spatz joined MEC North America as Managing Partner, leading the agency's Chanel account in the US, focusing on integrated media and marketing. She reports to Eamonn Store, President of Global Solutions. Abby has over 15 years of industry experience in advertising, media, sponsorship, digital marketing and partnership marketing, having also worked at eBay, Hilton Hotels, American Express, Momentum Worldwide and McCann-Erickson

Courtenay Harry joined the agency as Senior Partner, Planning Director, where she is responsible for Pepperidge Farm's strategic media planning – part of the agency's Campbell's Soup business. Courtenay reports directly to Beth Egan, Managing Partner, Account Director for Campbell's Soup.

Rick Acompora joined MEC as Managing Partner, Account Director on a number of clients, reporting to Marla Kaplowitz. He joined the agency from Zenith, where he worked as SVP, Group Planning Director on clients such as Nestle, Sonic and Merial.

Christine Stack joined MEC as a Partner, Director of Senior Talent Acquisition, reporting to Michelle Guglielmelli, Managing Partner, Human Resources and Talent Management. Christine is responsible for the creation, development and delivery of effective strategies for attracting and retaining senior level talent to MEC.

JP James joined the agency in July as Director of Engagement Planning for AT&T, reporting to Dennis Donlin.

MEC continues to invest in **digital leadership for its MEC Interaction team** including the following senior hires and promotions:

Jitka Petrickova joined the agency as Managing Director, Digital West and is responsible for leading the application of innovative new digital strategic approaches, consumer insights, tools and digital technologies across the agency's client base on the West Coast. Previously, Jitka was Managing Director at SMG and brings over 18 years of media and advertising experience across the U.S., Hungary, the UK and the Czech Republic.

Cathy Salazar has been promoted to Senior Partner, Practice Lead of Search, and **Kristine Segrist**, becomes Managing Director of Social. Kristine previously led the Search team and has been with the agency since 2002. Cathy joined MEC in 2009 as a Group Director of Search Advertising.

Amy Elkins joined MEC as Partner, Digital Director and reports to Jeff Killingsworth, Managing Partner and General Manager of the agency's LA office. She has over 11 years of filmed entertainment and brand management experience with an expertise in digital strategy.

Derek Bhopalsingh joined MEC Canada as VP, Managing Partner of MEC Interaction, where he is responsible for MEC's digital product and offer across all platforms and leads the agency's action leadership in emerging platforms in Canada.

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About MEC

MEC delivers value by creating, implementing and measuring communication solutions that actively engage people with brands. Media planning and buying ~ Digital media ~ Search ~ Performance marketing ~ Social media ~ Analytics and Insight ~ Sport, Entertainment & Cause ~ Multi-cultural ~ Content ~ Retail ~ Integrated planning. Our 4,000 highly talented and motivated people work with domestic and international clients in 84 countries. We are a founding partner of GroupM. To find out more, visit us at www.mecglobal.com.

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