
FOR IMMEDIATE RELEASE

TOP COMMUNICATIONS DIRECTOR JOINS MEC, NORTH AMERICA

Dallia Herrtage Joins Agency in North America from UK office working for Marriott International account

New York, NY (February 2, 2012) – MEC, a leading media agency (www.mecglobal.com), today announced that Communications Director Dallia Herrtage will be joining the agency in North America from MEC's flagship UK office. She will be based in New York and report to Rachel Israel, Managing Partner in MEC's Global Solutions team. In this new role, Dallia will be responsible for developing and driving integrated communication planning on the Marriott International account.

Rachel Israel commented, "I am truly delighted that we have recruited Dallia for this position on Marriott International. Her technology expertise will be an asset to MEC and to our clients."

"I'm excited to join the Global Solutions team in New York, working on one of the most recognizable global brands, and being part of Marriott's first global media agency network," said Dallia Herrtage.

In 2011, Dallia joined the agency's UK office and was responsible for managing integrated media programs for Lloyds Banking Group and Bourjois. Prior to joining MEC, Dallia served as Account Director at MPG, UK, working for clients such as the BBC, YSL Beauté, Magners Irish Cider, Admiral Insurance and Wonderbra. Before that, Dallia worked as Account Manager at Mindshare, UK, where she developed and implemented media programs for Jaguar and Argos.

Dallia graduated from University of Manchester with a Bachelor's degree in English and Social Sciences.

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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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