

**FOR IMMEDIATE RELEASE**

**AWARD-WINNING ENGAGEMENT PLANNER JOINS MEC, NORTH AMERICA**

*Kristian Baek-Mikkelsen Joins Agency in North America as Senior Partner, Engagement Planning from its Denmark office*

**New York, NY (January 25, 2011)** – MEC, a leading media agency ([www.mecglobal.com](http://www.mecglobal.com)), today announced that Kristian Baek-Mikkelsen Senior Partner of Engagement Planning, will be joining the agency in North America from its office in Copenhagen, Denmark, effective immediately. In this new role, he will be based in New York and report to Mason Franklin, Managing Director of Engagement Planning. Kristian will be working across clients in the agency's Global Solutions group.

Mason commented, "I'm delighted Kristian has chosen to join the engagement planning team in New York. He's made terrific contributions to MEC's clients in Europe and I know his international perspective, creativity and insight will help us build increasingly effective communication strategy and engagement ideas for both our U.S. and international clients based out of the United States."

"I look forward to joining Mason and his team and accelerating MEC's strategic and creative abilities even further. New York is the cradle of media and advertising and any marketers dream. I am truly excited to join the Global Solutions team and deliver business value for our long list of great clients."

In 2005, Kristian joined MEC in Copenhagen and co-founded the agency's strategic and digital offering, "Since Twenty Ten" (STT), where he led a diverse team ranging from anthropologists, client managers, communications strategists, art directors, copywriters to flash designers. STT's mission is to provide true value for people and brands through branded services, utilities and content platforms. Prior to that, he worked as Communications Planning Director at MEC, where he focused on insight development and analytics and communications strategy on the key accounts such as Dodge, Estee Lauder, Honda, IF Insurance, Kraft Foods, Mercedes, SAB Miller, and more.

Before joining MEC, Kristian served as Account Manager at Brandhouse in Copenhagen, Denmark. During this time, he led and developed award-winning national and international campaigns for clients such as Pfizer, Siebel eBusiness Solutions and Alfa Romeo. In the beginning of his career in advertising and media, he spent time honing his craft at Mediacom and Grey Communications Group in Copenhagen.

Kristian has won top industry awards such as 2002: RX Award for Pfizer Gabapentin  
2007: Rambuk (2). Grand Prix and specific target Groups, for ACT OUT AWARDS (Danish Technical Schools). 2008 WPPED Cream Award, for ACT OUT AWARDS (Danish Technical Schools)  
2008 Global Ideas (MEC Global) Commendation, for ACT OUT AWARDS (Danish Technical Schools)

He graduated with a Master's degree from Copenhagen Business School and currently resides in Manhattan.

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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](http://www.mecglobal.com).

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