

Alastair Aird

**Chief Operating Officer, Global
Chairman, Europe, Middle East and Africa**



As Chairman for the EMEA region, Alastair leads the largest MEC region with businesses in more than 50 countries and with over 2,500 staff.

As our Global COO Alastair is responsible for the commercial operations of the business across the world. He works with regional management in North and Latin America and Asia Pacific to deliver genuine business value to our clients.

In 2007 Alastair managed the successful launch of MEC Access; combining all the sport, entertainment and cause businesses within MEC into one, industry-leading offer.

Before Alastair joined MEC in 2005, he spent 5 years at Leo Burnett, latterly as COO for the UK group. He oversaw the merger of D'Arcy and Leo Burnett and was responsible for developing diversified businesses. Alastair began his career as a Chartered Accountant at Price Waterhouse in 1991. 3 years later he moved to The Walt Disney Company, working for the filmed entertainment division, Buena Vista International where he held a number of roles both in Europe and the US.

Alastair is married with four children and enjoys cricket, tennis and running the London Marathon.