

Caroline Foster Kenny

Chief Client Officer

Global



As Chief Client Officer, Caroline is responsible for client management and delivery across the network. It is her job to listen to our clients, understand their business and marketing issues and develop world-class, tailor-made offers for each.

Caroline has more than twenty years of agency experience - and for ten of these years she has specialized in International Client Management, working across virtually all sectors in multiple markets and regions.

Caroline spent six years in Asia as Managing Director of MEC Hong Kong. She was a pioneer in this sector, helping to establish and build the first media specialist agency in the Asian region. Under her stewardship, MEC Hong Kong was named Media Agency of the Year in 1998 and 2001. Caroline was also named Hong Kong's 2001 Business Woman of the Year by China's largest monthly Women's Magazine.

Prior to Caroline's time in Asia, her attentions were focused on the Print arena where she was MEC UK's Press Buying Director, responsible for the agency's print negotiations and performance.

As well as securing both local and international management experience prior to joining the agency world, Caroline worked in advertising sales at the UK national newspaper, The Independent.

Caroline lives in London, is married and has three children.