

Mel Varley

Chief Strategy Officer
Global



In her role as Chief Strategy officer, Mel takes responsibility for designing our future business model and for the global development and integration of our product and services.

Mel was previously CEO, Europe, Middle East and Africa. Her work focused on building our network capabilities and managing staff and offices in over 50 countries. She also rolled out MEC Interaction and MEC Access across the region.

Prior to moving into the CEO role, Mel led Global Solutions, our international client service, across Europe. Here she developed key international relationships with clients including Novartis, Henkel, Visa, BDF and Danone. Mel also led the development and roll out of MEC Navigator, MEC's global operating system and was responsible for the introduction of communications planning to the overall global MEC offer. Before this Mel oversaw the management of MEC MediaLab - our global ROI, insight and development service.

Mel began her career as a Marketing Executive at Sainsbury's. She later joined Leo Burnett (latterly Starcom) where she managed blue-chip businesses including Kellogg's, McDonald's, Mercedes, Seven-Up, United Airlines and United Biscuits.

Mel spends her spare time in Spain, collects Raku ceramics and reads obscure science fiction novels.