

Tom George

Chairman MEC North Europe
United Kingdom and Northern Europe



In 2005 Tom joined MEC as Managing Director and was promoted to CEO in 2007.

During Tom's tenure, MEC has quadrupled its billings, rising from 14th to 3rd in the agency rankings, winning both the biggest media pitches of 2008 and 2009 respectively, Orange and Lloyds Banking Group. MEC have also recently been rated as the most competitive agency in the UK over the last four years by the independent agency assessor RECMA.

Under Tom's stewardship, MEC has also achieved a notable number of firsts – the only agency to win Marketing's Agency of the Year for 3 consecutive years, the only agency to win 5 Agency of the Year awards in one year (2009) and the first media agency to be awarded the highly prestigious IPA Effectiveness Company of the Year in 2009.

In 2011 Tom was promoted to Chairman of Northern Europe adding 9 further markets to his UK responsibility as well as joining the MEC Global Executive Committee.