

## Our Team

Meet our celebrated and influential management team, who guide almost 5,000 specialists throughout the MEC network.

### Tim Castree, Global CEO

In his role as Chief Executive Officer, Tim leads one of the world's largest media agency networks, overseeing more than 6,000 people in 90 countries.

In 2016, MEC won significant new business, including BMW and Nationwide in the UK, Hertz in North and Latin America and Vodafone in Australia; and retained Beiersdorf and SAB Miller in EMEA. The agency also picked up 4 Campaign Asia Media Agency of the year metals in Hong Kong, Taiwan, Indonesia and Vietnam and won numerous awards for its Talent Management leadership initiatives.

With over 20 years of industry experience, Tim's diverse management experience spans creative, media and integrated agencies.

Prior to joining MEC, Tim was Managing Director for Videology's USA business where he developed the company's strategy for providing cross-screen media technology solutions for advertisers, agencies and media companies.

Previously, Tim was Chief Operating Officer for MediaVest US, running the business and leading major client accounts including American Honda Motor Company, Mondelēz, Coca-Cola, Microsoft and Sprint. He was also President, Global Managing Director for SMG, leading the global P&G business, spanning 160 assignments in 70 countries. Earlier in his career at SMG, Tim oversaw other clients such as Mars Wrigley, Wendy's and Heineken.

Tim began his career at Leo Burnett in Melbourne. He was the head of client management at BBH New York, before spending three years back in Australia as the CEO for Leo Burnett in Sydney, where under his leadership Leo Burnett was named Australia's Agency of the Year.

### 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.

### Marie-Claire Barker - Chief Talent Officer, Global

With a global talent manifesto of "Don't just live, Thrive", Marie-Claire has a global ambition to change the face of talent management in the industry through innovation, and to create a culture where every employee has the opportunity to thrive in their own unique way. She is responsible for driving change globally with the investment of innovative initiatives focused on the growth of MEC's people such as happiness and mindfulness workshops, The Thrive Spirit, My Family Care Program and The Inspiration Fund.

Marie-Claire sits on the advisory board of the HR Management Institute in the US, and is the Chair of the 4 A's Talent Committee, where she is leading the initiative to change the face of talent management in our industry.

### Stuart Bowden, Global Chief Strategy Officer

As Global Chief Strategy Officer, Stuart leads MEC's global strategy and is responsible for designing, integrating and championing MEC's strategic product and applying that for the benefit of our clients.

Stuart has over 20 years' experience working in the media and advertising industry, predominantly as a strategist. He has worked in a number of senior roles at media and creative agencies including PHD, Vizeum and Grey London as well as client side at BT.

Stuart initially joined MEC in 2007 as head of planning. He went to Vizeum as CSO in 2010 before rejoining MEC as MD a year later. He was promoted to joint CEO in April 2014 and remains heavily client focused, providing strategic consultation on a number of accounts including Lloyds Banking Group and Public Health England. Stuart joined the global management team in February 2016.

### Stephan Bruneau - Chief Analytics and Insight Officer, Global

Stephan has over 20 years of marketing and media experience.

He is the global director of A&I (Analytics & Insight) at MEC. He launched the unit early 2010, which now counts 300 people across three main areas: Data and technology (small and big data management), Discovery (research, insight and strategy tools), and Evaluation (measurement, analytics).

Stephan joined MEC in 2004 as the EMEA Regional Director of MediaLab, the agency's consultancy unit specialising in consumer insight and return on investment solutions, before being promoted global head in 2007.

Prior to MEC, Stephan was at Accenture's Marketing Science division in London, where he advised global companies on ways to improve the effectiveness and efficiency of their marketing investments. He worked with clients such as BT, Daimler Chrysler, L'Oreal, Cadbury, J&J, Pharmacia, as well as retailers.

Stephan started his career at P&G where he spent 10 years across marketing, media, business analysis and knowledge management in Paris, Brussels and the US.



## Hamish Davies, Global Chief Growth Officer

As Global Chief Growth Officer, Hamish is responsible for setting and activating MEC's global growth strategy and leading an 80+ strong business development team to secure MEC's future business growth.

Hamish has over 20 years' experience in client leadership and was previously EMEA Chief Client Officer and Vodafone WPP 'Team Red' MD, where from 2014 he was responsible for building a custom global operations infrastructure for all creative, media and digital to service the account, and drive the communications strategy across 20+ local teams.

In 2003, Hamish joined the London hub of MEC's Global Solutions. As Head of Client Management, he provided overall client leadership on all London based clients, including specific responsibility for Paramount Pictures, Sony Ericsson and Visa EMEA. He was promoted to Client Service Director in 2012, extending responsibilities to several of MEC's top regional assignments including Henkel, Johnson & Johnson and Nestle.

Hamish has been with MEC since 1995 when he joined the company (then CIA Medianetwork) as a planner/buyer. He was appointed to the MEC UK Board in 2000.

Hamish was recognised in M&M Global's '40 under 40' list and named an Internationalist 'Agency Innovator'.

In his spare time, Hamish enjoys renovating old properties, hiking with his Fox Terrier Bob and is an addicted global traveler.

## Renato de Paula - Chief Executive Officer, Latin America

Renato started his career in 1988 at Ogilvy Sao Paulo and between 1991 and 1997 also worked at Wunderman.

During his 15 years with Ogilvy and Ogilvy One he held senior management positions in New York, Sao Paulo and Miami. His client experience includes running pan-regional business such as IBM and SAP as well as being named General Manager of Ogilvy in Miami and running Ogilvy One across the region. He joined the Havas Worldwide group in 2011.

In 2013 he was named by AdLatina as one of Latin America's Top Advertising Executives.

## Carl Fremont - Chief Digital Officer, Global

As head of digital globally, Carl works with MEC's digital leadership and others around the world to develop, grow and drive the agency's digital business globally, fully integrated within MEC.

Carl has played a leading role in the industry. As a frequent industry speaker and consultant, he often quoted in the press on his views on the future of marketing and media. At Digitas since 2000, Carl has led the Global Media practice comprised of over 500 professionals in seven domestic and international offices, working with clients including America Express, Whirlpool, Delta, Sprint, Mars, Meade Johnson, Taco Bell and eBay.

Prior to joining Digitas, Carl was a Senior Vice President of Media Services at Wunderman. During Carl's 16 year tenure at Wunderman, he managed all direct marketing activities for the company including Ford, Citibank, American Express and AT&T. At Wunderman.



Carl serves on the advisory boards of a select number of digital venture groups and is a consultant for GLG, Guidepoint and Pacific Crest. Carl is also a board member of NextMark. Carl was elected to the Ad Club of New York Board of Directors in 2009 and serves as its lead for Media Action, which since its inception has raised over \$10MM (US) in scholarship funds for diversity students entering the Marketing and Communications fields.

Carl is a graduate of Fairleigh Dickenson University. He resides in New Jersey with his wife and two daughters.

### Tom George - Chairman, UK and North 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.

### Nathalie Haxby - Global Head of Marketing

At MEC, Nathalie reports to the Global CEO and works in partnership with the leadership teams in over 90 countries. Managing a team of 8 marketing communications specialists in New York, London and Asia Pacific, her role is to create and implement marketing strategy globally in order to raise the profile and reputation of the agency. She is responsible for MEC's corporate reputation; thought leadership; brand identity and positioning; digital BtoB communications; the internal and external awards strategy; external PR; internal communications; management of conference and client event content and production.

Nathalie has been with MEC for over 16 years, and has played an active role throughout the life of the agency: from mergers to new positioning to the formation of the original GroupM in 2003.

From 2001 to 2007, Nathalie relocated to New York to support the agency in North America specifically and was named global marketing lead in 2006. She now lives in Twickenham with her husband and is a doting tatie to Alma and Cyrus and a gaga Glam-ma to Alfie.

Prior to MEC, Marie-Claire served as Global Chief Talent Officer for Ogilvy & Mather, where she was responsible for all aspects of the company's human resources capabilities.

Marie-Claire is a Brit, and has lived in New York City with her husband and son for the last 12 years. She will be based in MEC's HQ offices in New York.



## Neil Sternberg, Chief Financial Officer, Global

Neil Sternberg joined MEC in 2017 as Global Chief Financial Officer. He is responsible for ensuring MEC has a best in-class finance structure in today's rapidly changing media landscape.

Previously he was Chief Financial Officer, Americas for Maxus and Metavision for six years. There he built the finance and commercial team to support Maxus' and Metavision's growth, including successfully leading all commercial aspects in key new business wins such as NBCUniversal and Nestle in North America.

Prior to GroupM, Neil worked for 10 years at IPG in various roles to become VP, Worldwide Controller for Mediabrands. He also previously worked for The Walt Disney Company.

Neil holds an MBA in Finance and is a Certified Public Accountant. He is a keen volleyball player and volunteers at his sons' school. He lives in New Jersey with his wife, two sons and Duke, the one eared boxer.

## Keith Tiley, Chief Investment Officer, Global

As Chief Investment Officer, Keith works with GroupM and the MEC local trading teams to maximise the value of clients' media investment locally, regionally and globally.

Keith's career in media has spanned over 30 years. He joined MEC in 2005 and spent his first five years managing business development, initially across EMEA and then globally from London and New York. Back in London, Keith set up MEC's Global Trading Team as the agency's first Global Director of Trading, developing one of the most professional and innovative trading teams in the industry.

Prior to joining MEC, Keith spent 10 years with Billetts (now Ebiquty) working across a range of international clients to become Global Commercial Director. He started his career in television buying.

In his spare time, Keith is a keen rugby supporter and is an enthusiastic (and occasionally successful) fisherman.

## Peter Vogel - Chief Executive Officer, Asia Pacific

As CEO for Asia Pacific, Peter is responsible for the leadership and development of the region. He is committed to growth; growth of our people, our clients and the industry.

Prior Peter was CEO of MEC Australia for five and a half years. In this time, MEC more than doubled in size and is now recognised as one of the leading media agencies in market.

Peter moved to Australia from Singapore, where he was the Chief Strategy Officer for MEC Asia Pacific. In this position he was responsible for the development of MEC's product and business across the region.

Prior to this Peter was in South Africa. He was the CEO of MEC and Nota Bene South Africa, the award-winning strategy agency which he founded in 1997.

Before starting Nota Bene, Peter was Group Business Director at Ogilvy in Cape Town. He joined Ogilvy after working for Volkswagen and Audi as Marketing Manager for more than 5 years.



Peter has 25 years of experience, having worked on the client, creative and media agency sides of the industry. He has worked on major advertisers across all key business verticals and has experience in all marketing and communication disciplines.

