

# MediaCom Russia announces succession plan

MOSCOW, RUSSIA: MediaCom Russia has hired Sergey Khokhlov, who currently holds the position as CEO of Made, as CEO designate for MediaCom Russia, Ukraine and CIS.



With over 16 years of experience in the media and creative businesses, most notably setting up Made in 2002, Khokhlov will be instrumental in continuing the rapid progression that MediaCom has made in the market in recent years. Khokhlov started his career at ADV group in Russia, and has worked on major international and local brands including Nestlé, Unilever, Wimm-Bill-Dann and Baltika and government appointments including the Pension Fund of Russia.

Khokhlov will join the company on 1 June 2011 and work alongside Nick Barron, the current MediaCom CEO, for a period of time to ensure the orderly and professional transition of the leadership of the business.

## Significant growth in Russia

Nick Lawson, CEO of MediaCom, EMEA commented, "Our business in Russia has grown significantly in billings and profit over the last three years despite the impact of the crisis and significant upheavals in the media market. Nick Barron has reshaped the agency particularly strengthening our digital offering and developed a young and dynamic new leadership team. As a 'People First' company our focus has always been to both invest in and to develop local talent. Hiring Sergey now, will allow us to accelerate the progress of the business.

"He has great experience and a proven track record in Russia and will help us take the business to the next stage of its development. It was always our intention to have a managed transition at around this time and Sergei will benefit from working alongside Nick as he gradually takes over full control."

Neil Hardwick, CEO of GroupM Russia, added, "We have four very strong media agencies here in Russia. Sergey was the outstanding candidate to take up this exciting role and I am confident will help us consolidate our market leading position and continue the great progress of MediaCom."

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