

MediaCom: Fernando Emilio Silva to lead LatAm growth

NEW YORK, US / LONDON, UK: MediaCom has named Fernando Emilio Silva as its new chief executive for Latin America. Fernando, who was previously chairman of Vivaki for Mexico, Central America and the Caribbean, will join the company 1 March 2012.



Fernando joins MediaCom with a strong track record of leading and growing international agencies across Latin America. Before Vivaki, he was managing director for OMD International LatAm.

The Argentine national will lead a team across five offices in LatAm - a region in which MediaCom has enjoyed significant growth over the past five years. In recent years, the agency has tripled its billings according to RECMA and added numerous high-profile advertisers such as P&G, Time Warner and VW to its client list.

Fernando's brief will primarily be to continue that progress. He will be tasked with ensuring that Latin American brands deliver on their potential to succeed both locally and globally; he will also help global brands grow across Latin American markets.

Under Fernando's leadership, every MediaCom client will continue to enjoy best-in-class service and access to opportunities in Latin America - a region which includes some of the world's fastest growing countries, and will soon stage significant events such as the 2014 World Cup and 2016 Olympics in Brazil. Additionally, he will continue to build on MediaCom's strong 'People first, better results' philosophy and strive to make the agency one of the top companies to work for in every country.

Fernando will work closely with Annetta Cembrano, COO for MediaCom LatAm and CEO for MediaCom Chile, who has been leading the region alongside GroupM's LatAm CEO David Byles since previous MediaCom LatAm CEO Mariano Roman left the company in July 2011.

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