

# MediaCom Worldwide appoints chief digital officer

MediaCom has made two key appointments to boost its digital leadership team and ensure it develops the solutions that clients need in the era of "big data".

The agency has hired Deirdre McGlashan as its first chief digital officer. Deirdre was previously head of digital, global clients at Aegis Media, where she successfully boosted thought leadership, innovation, standardisation of systems and tools, as well as external partner relationships.

Deirdre will report to Worldwide COO, Harvey Goldhersz, working with him to ensure continuity and synergy in the evolution of MediaCom's full range of digital offerings. Harvey will now assume responsibility for the agency's data and technology capabilities and ensure they remain at the leading edge across all aspects of the business and product, including insight, strategy, implementation, analytics and operations.

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