

MediaCom launches operations in Colombia

BOGOTA, COLOMBIA: MediaCom, one of the world's leading media agencies has consolidated its operation in Colombia through the acquisition of Massive, a well-known local agency, strengthening its regional presence and reinforcing its service offer in this market.



MediaCom Colombia will be led by Paulina Parra, a professional with over 15 years of experience in creative and media agencies.

Besides her role as a CEO, she will be in charge of the development of the Andean Region. Paulina has won several awards, including the "Partnership Award" she won at FOM 2009 and "Best Use of Outdoors" at FOM 2011. She has participated as a judge at Cannes 2010 and FOMLA 2012.

"Paulina has well-defined competences focused on a vision of change, innovation, client service and teamwork. In other words, the real People First profile that defines MediaCom. No doubt she will strengthen the operation in the market and will bring a fresh and inspiring air to all of the region's offices," said Fernando Emilio Silva, CEO of Latin America & Caribbean.

Part of the team that will work with Paulina will comprise Ximena Villamil, client services director; Marlene Acosta, negotiation director; Diana West, in charge of Digital Services and Milena Moncaleano, leading the Research and Insight Department.

This move by MediaCom aims to strengthening growing throughout Latin America with the leading commitment that characterises the company in every market.