Lee Dentith Steps Down as Media Agency Group CEO

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Agency's founder moves on to a full-time position as Founder/CEO of Now Healthcare Group

MediaCityUK, MANCHESTER - 13 May 2016 - Media Agency Group (MAG) has today announced that founder Lee Dentith is to resign from his role as CEO with immediate effect.

Managing director John Kehoe will now lead Media Agency Group, having been actively involved in the strategic management of the business in recent years. He will oversee an executive management team consisting of Steve Crawley, Mark Dolan and Tylo Penson, who have all been appointed as directors of the company.

Dentith will remain involved with Media Agency Group, but in an advisory role as a non-executive chairman. He will now oversee Now Healthcare Group, the company behind the Dr Now / Now GP mobile health platform, in a full-time capacity as sole founder and CEO.

Since founding MAG in 2012, Dentith has achieved phenomenal success, growing the business to become the UK's largest independent media planning and buying agency outside of London. The agency has tripled in size in the last three years, with annual revenue consistently in excess of £25 million. Under Kehoe's leadership, Dentith expects the business to continue to grow annually at 20-30% increment.

The agency's new executive management team have over 40 years of combined experience in the media industry, with proven track records in both traditional and digital marketing and advertising. The company boasts a client portfolio consisting of some of the world's most recognised brands including Bloomberg, Saudia Airlines, China Eastern, Jelly Belly, Eurosport Television, Washington DC Tourism, Manchester United (MUTV), Bermuda Tourism, Watchguard Technologies, Hard Rock Cafe and the NHS.

Having founded Now Healthcare Group in 2014, Dentith has seen the healthcare organisation grow exponentially. Now working with a customer base of over one million users, he feels the time is right to step away from his role at Media Agency Group and fully concentrate his efforts on the mobile health sector. He said:

"The last few months have seen Now Healthcare Group grow to become Europe's clear market leader in the fast-moving mHealth industry, and as a result I feel it is time to step back from my position at Media Agency Group and hand over the reins to John and his team. I'm incredibly proud of what the company has achieved under my leadership and I am delighted to be continuing my involvement with the agency as a non-executive chairman."

Managing director John Kehoe said:

"On behalf of Media Agency Group I wish to thank Lee for his phenomenal efforts as CEO over the past few years, growing the company from the ground up to become an established force in the media industry. It's an honour to be now steering the business forward; we're optimistic about the future and will continue to focus our efforts on offering our clients the most competitive advertising rates and the most effective media solutions."

Steve Crawley said:

"MAG wishes Lee the very best for his future at Now Healthcare Group, where I'm sure he'll go on to have more fantastic success. It's a privilege to be part of John's management team and I'm very optimistic about the future of Media Agency Group."

Mark Dolan said:

"The rise of Media Agency Group has been incredible under Lee and we're all very grateful for his hard work over the years. It's an honour to be helping to lead the business forward as a director and it's a challenge I'm relishing."

Tylo Penson said:

Media:







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“I’m very excited about working as part of John's team and we’re determined for Media Agency Group to continue its strong success. I’d like to thank Lee for his continued efforts over the years and I’m delighted he’ll continue with MAG as a non-executive chairman.”

***Editor’s Notes:** Media Agency Group® is the UK’s leading direct independent media planning and buying service working with agencies and direct clients to provide bespoke advertising campaigns on multiple formats including Outdoor, Online, Press, Radio and Television. MAG® has been established with the sole aim to save valuable time when businesses, agencies and institutions choose to plan and buy advertising. The team at MAG® work with all the major media owners across the UK. MAG® is a recommended supplier under the independent Recommended Agencies Register.

See http://www.mediaagencygroup.com/ for more details. For all press enquiries contact Jon Taylor at jont@mediaagencygroup.com or call 0208 003 2513.

For more information on Now Healthcare Group and the Dr Now / Now GP mobile health platform visit http://www.nowhealthcaregroup.com.

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