MEC announces Gordon Domlija as CEO for MEC China

Friday 13 November, 2015

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MEC, **www.mecglobal.com**, a top 5 media agency, today named Gordon Domlija as CEO of MEC China. The announcement was made by Peter Vogel, CEO of MEC Asia Pacific.

Speaking on the appointment, Peter Vogel said, “I am delighted that Gordon has joined the MEC team. He's a seasoned professional with a unique blend of strategic and trading experience. He is committed to this market, having already spent over seven years in China and has an exceptional knowledge of the media industry here. In my view Gordon is perfectly qualified to partner our clients and grow our business and I look forward to a close working relationship with him as we build and develop our MEC offer here.”

Gordon Domlija said, “I am honoured to be taking on this new role and excited to be joining Peter and his management team at MEC. With such a diverse client portfolio both national and international, and a team of hungry, talented staff across China, coupled with a tangible agency culture, I'm relishing the challenge to create long-term sustainable growth for MEC in China.”

Vogel added, ”I would also like to take this opportunity to thank Christian Guinot for his contribution to our business over the past 4 years and wish him well in his new pursuits in the group. During his tenure Christian has driven strong transformation of our business, with more than fifty percent of our business now being digital. Great recognition of this was the two Gold Effie's won by MEC in October.”

MEC China's clients include, Chanel, Colgate Palmolive, Dumex / Nutricia, Michelin, Tiffany, Uber, Ping An, GE and Daimler. In RECMA's Network Diagnostics November 2015 Report, MEC in China was the fastest moving media agency in the market, jumping from 14th to 7th in the Network rankings.

Domlija replaces Christian Guinot who is pursuing other opportunities within the Group while the leadership transition is on-going.

About Gordon Domlija
Prior to his move to MEC, Gordon was Managing Director at Mindshare in Shanghai, before most recently holding the role of Chief Strategy Officer at MediaCom.

Gordon has more than 20 years media and marketing industry experience across the UK and China.

In this time Gordon has worked across planning, buying, commercial and digital, which has given him a deep operational understanding of the agency business, and has helped establish a successful track record in agency leadership and development of brand communication strategy.

Gordon started his career in London. In twelve years based in the UK he held several roles; working in the P&G media department at Team Saatchi, as Planning Director at ZenithOptimedia running the Carlsberg business, and as Account Director with focus on challenger brands at independent agency JAA. In 2008 Gordon moved to China to join Mindshare, and following leadership roles on the consolidated automotive business and then Unilever, Gordon was named Managing Director at Mindshare, responsible for agency management, business performance and strategic development for the multinational client portfolio, including; Nike, Jaguar-Land Rover, Ford, Volvo, HSBC and Kimberly Clark.

Here he worked on some of the most recognizable and award-winning campaigns developed in China, including Nike's WC2010 Write the Future, Nike Festival of Sport, Nike LDN2012 and the Land Rover Evoque launch campaign. Latterly in his time at Mindshare Gordon also led the integrated business for L'Oreal in China.

Gordon moved to the MediaCom Chief Strategy Officer role in January 2014. Here he took responsibility for strategic services, agency capability, talent development and business performance.

About MEC
MEC is committed to growth. Growth for our people, our clients and our industry. MEC pushes the boundaries of what's possible in order to thrive in ~ Ad Ops ~ Analytics ~ Brand Partnerships ~ Content Marketing ~ Data ~ Insight ~ Integrated Planning ~ Mobile ~ Multi-cultural ~ Performance Marketing ~ Planning & Buying ~ Programmatic ~ Search ~ Social ~ Sport, Entertainment & Cause Marketing. Our 5,000 highly talented and motivated people work with category leading advertisers in 93 countries and we

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