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ZenithOptimedia hires leading strategist for global digital role

MediaCom's Stefan Bardega appointed Chief Digital Officer at ZenithOptimedia

ZenithOptimedia has hired a leading digital strategist to head up the network's global digital capabilities. Stefan Bardega has been appointed Chief Digital Officer, ZenithOptimedia, and will join the London-based ZenithOptimedia Worldwide division in March.

Reporting to Belinda Rowe, Global Managing Partner, ZenithOptimedia, Stefan will set the vision for how digital will elevate the network's live ROI proposition. He has been tasked with driving digital innovation around the network, and will work with leaders across ZenithOptimedia and its group of companies – Performics, Newcast, Moxie and Ninah – to design digital strategies for global clients.

As part of his new role, Stefan will also work with ZenithOptimedia's partner companies, including Google and Facebook, on joint ventures and initiatives to foster creativity and new approaches in areas such as mobile and online video.

Stefan joins ZenithOptimedia from MediaCom, where he was Managing Partner, heading up digital in the UK across all platforms, including social, programmatic, mobile, SEO, and display. In 2009, Stefan launched MediaCom Beyond Advertising, the network's content division, which has now rolled out around the world. Prior to that, Stefan was Digital Strategy Director at MediaCom UK, leading the digital strategy for clients, such as Mars, VW and T-Mobile. Stefan has also worked at All Response Media, where he was Head of Digital, and at Outrider, where he was Digital Research Manager.

Voted one of the top 100 most influential digital people by Drum magazine in 2013, Stefan has spoken at a variety of industry conferences, including IAB Engage, Apps World and Media 360; participated in festival juries, including Media Week Awards 2013 and Tech Pitch 4.5; and has worked with the UK Government's Technology Strategy Board since 2012.

Belinda Rowe, Global Managing Partner, ZenithOptimedia, said: “Stefan is one of the leading lights in the digital world and we are absolutely delighted that he is taking up this important role at ZenithOptimedia. He brings with him experience of launching new operations, driving digital strategy for global brands and leading successful new business pitches – all of which will be invaluable in his role as Chief Digital Officer.”

Stefan Bardega, Chief Digital Officer, ZenithOptimedia, said: “I am really excited at the prospect of taking an already successful digital operation and developing it further so ZenithOptimedia can maximise the opportunities for clients across the full range of digital platforms.”

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world’s third largest communications group, and the world’s second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, Bacardi-Martini, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.

