

## Leading media trader Simon Pardon named Global President of VivaKi Exchange

**27<sup>th</sup> February 2014**--VivaKi Exchange ("VX"), the joint media trading arm of Starcom MediaVest Group and ZenithOptimedia Group has hired a senior media trader to head up the network's global trading capabilities. Simon Pardon has been appointed President VX Global and will join at the beginning of March and be based in London.

In the fast evolving media landscape there is untapped opportunity to drive new sources of value and innovation for clients in the trading and investment area, and Pardon's role is designed to ensure the VX continues to lead the industry in this critical area.

Reporting to Steve King, CEO, Worldwide, ZenithOptimedia and Laura Desmond, CEO, Starcom MediaVest Group, Pardon will lead the strategic development, value creation and delivery of the VX trading units worldwide. Utilising the existing resources and operating within a matrix reporting requirement, Pardon will lead local VX units—which currently operate in 16 countries—to deliver a functionally and visibly consistent trading product globally, establishing a global culture and making it an attractive career destination. Pardon will also work with Starcom MediaVest Group and ZenithOptimedia global trading teams on new business media pricing and multi-national client price setting and delivery.

Pardon has spent the past 30 years in media trading with a focus on the developing commercial aspects. Over this period, he has led or been heavily involved in virtually all the areas of significant change in media trading and has adapted the trading structures and policies of the companies he's worked for to deal with these changes. He has worked both in the UK and in International markets and critically this has included major involvement in online and digital developments.

For the past 18 months, Pardon has run a media consultancy advising international clients on media issues, specifically agency selection, remuneration schemes, transparency and buying performance. Immediately prior to this, Pardon was the Chief Trading Officer for Aegis Media. In this role Pardon had responsibility for new business, contract fulfilment, training and global development and deals with global providers. Pardon also oversaw a major restructure of the digital trading operations. Other roles have included Director of Trading EMEA for Group M from 2006 to 2009 and CEO Team Unilever at Mindshare and Managing Director of Granada Sales.

Steve King, CEO, ZenithOptimedia Worldwide, said: "Simon is one of the leading professionals in the trading world and we are absolutely delighted that he is taking up this important role. He brings with him experience of multi-market trading, programmatic buying and global media vendor relations – all of which will be invaluable."

Laura Desmond, CEO, Starcom MediaVest Group, said: "Simon has a proven track record of driving innovation within an organisation and I know he'll bring that same drive and energy to this role. His substantial operational and trading knowledge in all areas of the global media business will result in an innovative and holistic approach to the Exchange."

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**About VivaKi Exchange**

VivaKi Exchange is the joint media trading arm of Starcom MediaVest Group and Zenith Optimedia, originally launched in 2008 when the two media networks were part of the VivaKi financial structure. VivaKi Exchange trading units exist in Australia, China, France, Germany, India, Italy, Mexico, Middle East, Poland, Russia, South-East Asia, Spain and the UK. Today, management, development and success of the VX is the joint responsibility of Starcom MediaVest Group and ZenithOptimedia Group.