

Ivan Fernandes appointed global director, MediaCom

LONDON, UK: MediaCom has named Ivan Fernandes as global director, Social Media Technology. He will ensure that clients have access to the greatest possible understanding of platforms such as blogs, forums, Twitter and Facebook. In line with the agency's philosophy of "People First, Better Results", he will work to reinforce MediaCom's position as the agency that best understands consumers in the digital sphere.



Fernandes will be charged with delivering continuous social media monitoring for all major clients in all major markets as well as easy to use analytics tools for planners, insight team and interaction planners. He will also evaluate local, regional and global needs and resources, help account teams to deploy the most effective tools and deliver training.

As head of planning for MediaCom Beyond Advertising and MediaCom Digital Investment in the UK, Fernandes was responsible for ensuring UK clients understand the nature of the social media conversation about their brand, can see how much they are being talked about as well as understanding the impact of these conversations on business performance.

He led MediaCom UK's development of market-leading tools that enabled clients to see this information in real-time and helped MediaCom Beyond Advertising win the social media brief for VW, E.ON UK, Brita, Audi, Tomy and others. He has also worked on T-Mobile's award-winning Life's for Sharing campaign in the UK and on global/regional projects for EA, Shell and Deutsche Bank.

He will report to Mick Mernagh, chief insight officer of MediaCom Worldwide, and Oliver Gertz, managing director of MediaCom Interaction EMEA.