
PRESS RELEASE

MEC lands new Analytics and Insight Leader

Expands team with the arrival of Karin Rothstock

Düsseldorf, February 2nd, 2012. MEC, www.mecglobal.com, today announced the appointment of Karin Rothstock as Managing Partner, Head of Analytics and Insight.

This is the second major hire by CEO, Matthias Brüll this year. He also brought Christian Kaessmann (Managing Director of Client Service Management) to MEC in January.

Karin will be responsible for all of the company's Analytics and Insight in Germany and Switzerland and will be charged with developing the team and their resources. Matthias Brüll, MEC's CEO said, "Analytics and Insight is of great importance to our business and for the optimization of communication and data-management ROI for our clients. With the arrival of Karin, we are delighted to have a very experienced leader join us with such a fantastic digital background. "

Karin Rothstock was formerly Head of Research & Analytics at TOMORROW FOCUS, and has many years of experience in research, both with media owners as well as on the agency side. The 32 year old is also an active member of numerous associations.

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About MEC

MEC delivers value by creating, implementing and measuring communication solutions that actively engage people with brands. Media planning and buying ~ Digital media ~ Search ~ Mobile ~ Performance marketing ~ Social media ~ Analytics and Insight ~ Sport, Entertainment & Cause ~ Multi-cultural ~ Content ~ Retail ~ Integrated planning. Our 4,000 highly talented and motivated people work with domestic and international clients in 84 countries. We are a founding partner of GroupM. To find out more, visit us at www.mecglobal.com.