

## **ECI Media Management and Media Marketing Compliance appoint George Patten to drive expansion in Asia Pacific**

**Singapore, 16 September 2024:** Global media and marketing consultancies ECI Media Management and MMC have jointly appointed George Patten to drive their expansion plans for the Asia Pacific region. Patten was formerly Global CEO at Accenture Media Management and ASEAN Lead for Accenture Song Operations and also COO at Dentsu APAC.

Patten's appointment marks the next phase in ECI and MMC's strategic growth strategy, focusing on the complex yet largely untapped APAC region. The region contains some of the top-spending media markets but, only 20% of clients use a marketing consultancy, meaning billions of ad dollars go unverified each month. Advertisers are understandably demanding credible, experienced senior resource based in-market, which ECI and MMC are now uniquely positioned to provide.

Both local advertisers and global brands with a strong APAC presence will be able to benefit even more from ECI Media Management's expertise in driving higher media value via media performance audit, pitch management and KPI setting and analysis, and MMC's commitment to delivering financial transparency in the marketing supply chain.

Patten, who has lived in Asia for 14 years, will be based out of the office in Singapore and will work alongside teams on the ground from both companies in Japan, China, India, Vietnam, Malaysia and Australia.

Patten said of his new role, 'Marketing transparency continues to drive the agenda in Asia, with several high-profile cases being well reported over the last few years. I am delighted to return to the sector in which I have spent the majority of my career to work with two market-leading businesses in helping to grow their already-impressive client bases in APAC and help those clients to drive value from their marketing investments. In my conversations with advertisers it has become increasingly clear that, given the complexity of the Asian market, having senior teams locally is critical to ensure that data is protected, strategies are fully understood and analysis is relevant and contextualised to the local environment. Having spent 14 years living in Asia and working on a daily basis with clients in China, Japan, India, Thailand, Singapore and Indonesia I have seen how important specific local expertise and presence is to achieve timely and actionable insights from media optimization and transparency work. I am excited about the opportunity to work closely with these two trailblazing firms and their teams already in market.'

**Stephen Broderick, Senior Partner (Global) at MMC said,** 'I have known George for over 15 years and he has always been the go-to guy for media and marketing optimisation in Asia and globally in terms of his knowledge, connections and expertise.'

**David Reid, Senior Partner (APAC) at MMC added,** 'having someone of George's experience representing us on the ground in Singapore will not only strengthen our existing client relationships, but will also promote greater opportunities for us in a market that has seen incredible growth for MMC in recent years.'

**Fredrik Kinge, CEO of ECI Media Management, commented,** 'We are thrilled to welcome George as our new Head of APAC at ECI. Strategically it reinforces our commitment to expand

our presence and enhance our services in the APAC region. Having George on the ground will further allow our team to deliver innovative solutions and deep industry expertise to deliver higher media value. APAC is complex and continually evolving region and George's experience and seniority in market will help our clients to use Media performance to drive their business objectives and outcomes.'

**=Ends=**

**Contacts:**

George Patten – APAC Lead, MMC/ ECI  
[george.patten@ecimmc.com](mailto:george.patten@ecimmc.com)  
+60 11 2840 9762

Fredrik Kinge – CEO, ECI Media Management  
[fredrik.kinge@ecimm.com](mailto:fredrik.kinge@ecimm.com)

Stephen Broderick – Senior Partner (Global), MMC  
[Stephen.Broderick@mm-compliance.com](mailto:Stephen.Broderick@mm-compliance.com)

David Reid – Senior Partner (APAC), MMC  
[david.reid@mm-compliance.com](mailto:david.reid@mm-compliance.com)

**About Media Marketing Compliance**

MMC conduct audits for advertisers across the globe to deliver financial transparency in the marketing supply chain by verifying the amounts they spend on their media and advertising is correctly applied according to their contract. Our financial audits deliver a more robust service which leads to increased audit recoveries. Our audits further benefit advertisers by optimising contract terms, giving increased protection, transparency, and savings.

**About ECI Media Management**

ECI Media Management's modern, forensic and fact-based approach harnesses the power of world-class talent, proprietary technology and innovative benchmarking capabilities to help clients drive higher media value and media-led impact on business performance. Their key capabilities include media performance audit and tracking, pitch management and KPI-setting and evaluation.