

ECI Media Management and Media Marketing Compliance appoint PJ Leary to develop strategy and drive growth in North America

New York, February 18 2025: Global media and marketing consultancies ECI Media Management (ECI) and Media Marketing Compliance (MMC) have jointly appointed PJ Leary to develop strategy and drive growth across North America. Leary was formerly the CEO for North America at ID Comms and, prior to that, at Ebiquity.

Leary's appointment marks the next phase in ECI and MMC's growth strategy, focusing on the North American market which is undergoing significant change. Media auditing is on the rise in North America, driven by advertisers looking for increased accountability and transparency in their media investments. Advertisers are understandably demanding credible, experienced senior resources based in-market, which ECI and MMC are uniquely positioned to provide. The combined ECI-MMC offer is a response to increased advertiser demand for an aligned service offering that covers both media performance audit and contract compliance services, while respecting strict client and agency requirements for data separation. ECI and MMC already have joint senior teams servicing our clients in Europe and Asia.

Local advertisers and global brands with a strong North America 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, coupled with MMC's commitment to delivering financial transparency in the media and marketing supply chain.

Leary will be based in New York and will collaborate with the ECI and MMC teams on the ground, as well as supporting global advertisers based in North America with access to the ECI and MMC teams in Europe, South America and APAC.

Leary said of his new role, *'Marketing and supply chain transparency remains one of the core focus areas that comprise the ANA Growth Agenda. I am eager to continue helping North American advertisers improve their productivity in this crucial space by working with the talented teams at both MMC and ECI. I've long admired the development arc that both firms have been on over the years, and I am fully aligned with their focused business approach which empowers advertisers to drive value from their marketing investments. Creating a stronger, more sustainable economic future for all brands is a lofty ambition but one that both firms are uniquely equipped to deliver. Their combined assets provide advertisers with the end-to-end marketing investment performance solutions they require to maintain competitive advantage. I am delighted to be supporting both firms to continue their market growth.'*

Stephen Broderick, Senior Director (Global) at MMC said, *'I have known and worked with PJ for almost 15 years and I know how much experience and respect he has in the market. By joining our aligned business, his appointment underlines our commitment to ensuring clients have the best advice available as they navigate the scale and constant changes within the North American media market.'*

Fiona Foy, Senior Director (Americas) at MMC added, *'I am absolutely delighted that PJ is working with us. He is a highly respected industry expert with extensive experience, and we will certainly benefit from his strategic leadership and insight. This move makes us stronger as we*

continue to grow and deliver exceptional value to our clients in a market where there is such significant potential for expansion in auditing services.'

Fredrik Kinge, CEO of ECI Media Management, commented, *'We are thrilled to welcome PJ. His pioneering experience in launching media auditing in North America more than 20 years ago is unparalleled. His strategic capabilities and our shared vision for a modern approach to media auditing will help us continue the momentum we have in the region. We are confident that PJ's expertise will drive significant value for our clients and further strengthen our position in the market.'*

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About Media Marketing Compliance

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

mediamarketingcompliance.com

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.

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