

Anna Vasilyeva to head up Mediaplus Group Russia as new CEO

Anna Vasilyeva has been appointed new CEO of Mediaplus Group Russia. She will be responsible for the development and implementation of the Group's comprehensive strategy, as well as the development of productive interaction of the international network and key clients.



Image supplied: Anna Vasilyeva

Vasilyeva succeeds Andrey Chuvaev, who has departed from the Mediaplus Group.

Since 2002, Vasilyeva's career was associated with Omnicom agencies. She has led both offline and online activities as managing director of OMD DaVinci, media director of OMD AMS, digital director of Client Relations and strategy of OMD Resolution.

During her twenty years of professional experience, Vasilyeva has proven her extensive expertise of the market and consumers and the permanent developments of the media while serving large advertisers. Her in-depth knowledge of how to use the right tools and technologies helps clients increase the return on investment of their advertising spend.



Rapid Blue CEO steps down; Ziyanda Ngcaba to take the helm

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Oleg Volkosh, president of Mediaplus Group Russia commented, "Our Serviceplan and Mediaplus group in Russia is now going through a period of business growth, and the process of integrating all the group's communication agencies into one holding of integrated communications - House of Communication. I am glad that Anna Vasilyeva joined us at this time both for the development of the Mediaplus Group and for successful integration within our House of Communication."

Anna Vasilyeva, CEO of Mediaplus Group Russia added, "By joining the Mediaplus Group team at a time of ongoing changes, I am happy to bring my experience as an expert and system manager. I am inspired by the dynamic interaction and exchange of ideas with international teams. Furthermore, the idea of integrated communications in all environments, which is part of the Group's DNA, is close to me."

Matthias Brüll, Global CEO Mediaplus Group said, "Russia is an extremely important market for us, and we see a lot of potential for it as part of our international expansion. We are delighted to have found such an outstanding leader for the Russian advertising market in Anna Vasilyeva."

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