



High End

Recruitment at ECI Media Management

ECI Media Management has further strengthened its offering in media consulting services, with the recent appointment of Sofia Savvidou-Gianniri. Sofia is a highly respected media professional with more than 20 years of experience on the international media scene, having held various global & regional positions both in the media auditing industry and within agencies, notably the Omnicom Media Group. Most recently, she has spent the last 3 years as Head of Investment, Asia Pacific for Omnicom Media Group, based in Singapore. “Within this constantly shifting global media investment landscape, the role of the media consultant becomes more & more important to clients. ECI has a distinct service offering and an impressive growing momentum; I am very excited to join ECI and am looking forward to supporting clients navigate the scene “, says Sofia Savvidou-Gianniri.

ECI’s CEO Fredrik Kinge commented on the recruitment; “Sofia is a “high end recruitment” within the media industry for ECI. This is in line with our strategy to continuously keep investing in senior media talent, to provide an even better service and to make sure we always provide higher media value to our clients”.

About ECI

The media landscape is changing; your media management strategy needs to change with it. But change can be a force for good: ECI, the market's fastest growing global media management company, can help you make your media budget generate higher value, harnessing these changes.

Ours is a new breed of media auditing and performance management company, and we are leading the charge when it comes to sophisticated media benchmarking services, delivering higher value, and making a media-led impact. Our approach to digital media is forensic and fact based, and we make use of world class talent and proprietary technology to maximize your firm's digital impact.

Today's dynamic and fast-paced media landscape requires data-driven decision making, global experience and a firm grasp of innovative technologies. ECI offers *all of these* things, and more, from media auditing to KPI setting and management, financial audits and pitch consulting.

We operate across the Americas, Europe and Asia. Our clients are some of the world's largest advertisers, and our network of owned offices and leading affiliates support them through highlevel media intelligence and rigorous bench- marking. Ultimately, we provide the in-sight, experience, and savvy that assists our clients in making sure that their advertising expenditure and agency relationships generate higher value.

For additional information

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HIGHER MEDIA VALUE