



**Charles Courtier, CEO Global,
Mediaedge:cia**

Charles has worked in the media world for over twenty years.

As Mediaedge:cia's global CEO he has been instrumental in the development and rollout of the company in 80 countries around the world. Under his watch, Mediaedge:cia is now the number one global network, according to RECMA (November 2006).

Charles relocated to MEC's global headquarters in New York in 2001 and holds the additional responsibility for MEC's North American operations.

He has successfully steered the agency in winning such accounts as Cingular Wireless, Paramount and Toys R Us. He has also evolved MEC's diversified offer into an industry leading business model, launching specialist divisions MEC Interaction, MEC Retail, MEC Bravo and MEC Entertainment.