

## TMG HIRES MARY KEANE-DAWSON AS GLOBAL CEO - PERFORMANCE MEDIA

**London – 12 July 2017** - TMG (The Marketing Group Plc) today announced that Mary Keane-Dawson is joining the network as Global CEO - Performance Media. Mary brings with her a wealth of expertise having held senior roles at WPP/Spafax, Steak Media, Reform, Collective London and most recently as Managing Director at Neo@Ogilvy and Board member of Ogilvy & Mather Advertising. With a proven track record in delivering digital solutions for blue chip businesses, Mary will spearhead TMG's Performance Media division to deliver cross-agency online marketing strategy and implementation for global brands.

TMG CEO, Adam Graham said:

*"Mary is a highly respected figure in the performance marketing world, with a long list of clients and colleagues who will testify to her talent for taking brands to the next level. As TMG further develops its service offering in line with the needs of modern marketers, Mary is the perfect person to drive effectiveness across the network for our multi-national clients."*

On her appointment to TMG, Mary said:

*"I'm thrilled to be joining Adam Graham and TMG's chairman, Don Elgie and there's a huge opportunity to build an agile global agency network that puts client performance at its heart. I'm looking forward to helping create a home where entrepreneurs can thrive in building on their agency 3.0 platforms and services."*

TMG is a progressive marketing network that provides a fresh alternative for global brands that want to see more bang for their buck. With offices across the East and West coast of America, London, Europe, Singapore and Australasia, TMG's collaborative network of agencies provide a holistic service to deliver highly effective results.

-ENDS-

**For more information, please contact**

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### **The Marketing Group plc ("TMG") in brief**

TMG is building a global full-service marketing network that respects the individual cultures of each agency that joins. By providing a supportive platform for growth, and an agile management approach, TMG aims to provide a fresh alternative to the big holding companies: Independent Spirit - Global scale. Each company within the group provides specialist marketing services brought together, within complimentary communities of practice, to form an international network that can address a global market. The central team supports its subsidiaries through a lean and nimble structure that can respond quickly to change and provide highly effective solutions for clients. The Marketing Group is listed on Nasdaq First North, Stockholm. [www.tmg-plc.com](http://www.tmg-plc.com).

Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.

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