

For Immediate Release

Joseph Leon Becomes President of Vision7 Media

Cannes, June 25, 2013: Joseph Leon, Chief Digital Officer of Vision7 Media for the past two years, has been named President of Vision7 Media.

Leon takes over as the new leader of the Vision7 Media team, which includes agency brands Cossette Media and Jungle Media, following the departure of David Jowett, who departed Vision7 last month to return to his native UK.

“We did a thorough global search for a new Vision7 Media president and Joseph came out of this process clearly on top,” says Vision7 International CEO Brett Marchand. “In addition to helping transform our media operation into a significant digital force, Joseph has also been a key factor in a number of important media new business wins over the past two years. As well, Joseph was the overwhelming choice of our media team.”

Since joining Vision7 Media, Leon has added broad and diversified digital leadership to the media agency group. He also played a pivotal role in major new business wins, including Capital One with Jungle Media, and with Cossette Media, Kobo, the Whirlpool media account, the National Bank and most recently the full Media Agency of Record assignment for General Mills.

“Across the board, our clients – both new and existing – are impressed and appreciative of the value that Joseph has brought to their businesses,” adds Marchand.

“This is such an exciting time for Vision7,” says Leon. “Our digital and data transformation is already driving tremendous momentum across the entire organization. We are now perfectly poised to ride the next wave of mobile, technology and integration. I'm honoured to be working with such a differentiated and formidable team to steer us through this unique chapter of our growth.”

Leon worked both client and agency prior to joining Vision7 Media. He was a founding member and European Managing Director at Essence, a leading full-service international digital agency. Its client roster includes some of the world's leading digital enterprises, such as Google, eBay and Expedia.

Before that, Leon spent three years as Head of Online Marketing at Lloyds TSB in London.

With his move to President, Leon will begin a search for new digital leadership.

Vision7 Media is an operating division of Vision7 International.