



Independent communications agency Serviceplan Middle East has named Unnikrishnan Kurup general manager and head of digital.

Kurup's remit is to oversee the agency's day-to-day operations and expand its digital portfolio across the Middle East and North Africa region. This will involve consolidating clients' online and offline strategies and further expanding the agency's list of clientele, which currently includes Rolls-Royce, BMW, Huawei, Danone and Damac.

Kurup has over 16 years of experience in digital marketing and customer relationship management, working for multinational clients such as PepsiCo, Mars and Mercedes. Prior to joining Serviceplan he was general manager at Publicis eWorks in Dubai. Sami Hmadeh, managing partner of Serviceplan Middle East, said: "Unnikrishnan brings to Serviceplan a wealth of expertise and proficiencies in business

management, and development – and has proven to be extremely keen on providing Serviceplan clients with the best innovative and integrated digital offering in the business."

House of Comms has appointed Kate Mullen as client services director in a key appointment that reinforces the integrated communications agency's ambitious growth strategy.

With a public relations career that spans over 20 years in the Gulf Cooperation Council, Mullen has extensive agency and client-side experience with Asda's Fortune Promoseven and Zabeel Investments. Kaja Weller, managing partner at House of Comms, said:

"Delivering excellence is at the heart of everything we do. We continually challenge ourselves to set the bar for the industry and consistently deliver real value for our clients. Perhaps one of our most significant appointments to date, Kate will take up the role of client services director and work side-by-side Abby [Wilks co-partner] and I to ensure we continue to uphold our reputation in the market-



place and make 2016 our most successful year to date."

Steve Pulley has been appointed broadcasting director at Gulf News Broadcasting. Pulley has over 30 years of business experience in markets across the world. Originally starting out as disc jockey in his native New Zealand, he has gone on to oversee the establishment of many successful commercial FM, satellite and internet radio networks in numerous countries. He established his boutique media consultancy, Bamboo Media, in 2004 and has advised successful media operators in New Zealand, Fiji, Thailand, Malaysia, India, China, New Zealand and Europe.



"It is an exceptionally exciting time for the radio business," said Pulley. "Radio remains a key medium for all United Arab Emirates residents who want music, fun and information – when and where they want it. On whatever the platform. It's still the most affordable way for advertisers, big and small, to consistently reach new and existing customers, especially those

who are increasingly on-the-go."

Also joining Gulf News Media is Matthew Moore, who has been appointed the company's group marketing manager. He has been hired to implement marketing strategies across the Gulf News Media portfolio and drive audience growth and commercial revenues across print, radio and digital. He has over 18 years' marketing experience, with 15 years in the media and publishing sector.

MCG Associates has made a number of new hires and promotions. Varun Sharma has been appointed consultant for client side marketing and communications, while Carolyn Morgan has been named new business and innovations manager.

In terms of promotions, Francisco Costa is now director of digital and integrated services; Juan Diego Bermudez has been promoted to director of digital and traditional media, research and analytics; Misty Kabir has been named director of digital and technology; Jack Pulley has been promoted to senior consultant, client services and strategy; and Jonathan Whately-Smith has been promoted to senior consultant, digital, media and technology.

The graphic features the Charterhouse logo in a large, bold, purple font. Surrounding the logo is a word cloud of various terms related to advertising and digital marketing, including: Creativity, Design, Graphics, Services, Integrity, Director, PPC, UX, CEO, Media, VR, Professional, Recruitment, UX, Visual, Brands, Management, Candidates, Animation, Innovative, Advertising, Leaders, Knowledge, Advertising, UI, clients, Product, Packaging, Exclusive, Dubai, Web, SEO, of Communications Middle-East, ecommerce, Creativity, Designers, Campaigns, Executives, Innovative, Analyst, Advertising, Programmatic, Writers, Advertising, 3D, Design, Editing, Design, Graphics, Services, Integrity, Director, PPC, UX, CEO, Media, VR, Professional, Recruitment, UX, Visual, Brands, Management, Candidates, Animation, Innovative, Advertising, Leaders, Knowledge, Creativity, Designers, Campaigns, Executives, Innovative, Analyst, Advertising, Programmatic, Writers, Advertising, 3D, Design, Editing, Design, Graphics, Services, Integrity, Director, PPC, UX, CEO, Media, VR, Professional, Recruitment, UX, Visual, Brands, Management, Candidates, Animation, Innovative, Advertising, Leaders, Knowledge.

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