



**FOR IMMEDIATE RELEASE**

## **ROBERT JENKYN NAMED MEDIA EXPERTS' SENIOR VICE PRESIDENT, DIGITAL SOLUTIONS**

**Toronto – Monday, December 12, 2011 – Mark Sherman, Executive Chairman,** Media Experts, today named **Robert Jenkyn** the agency's Senior Vice President, Digital Solutions.

"I am delighted to announce Robert Jenkyn's promotion to Senior Vice President, Digital Solutions" said Sherman this morning. "This appointment is a reflection of his outstanding leadership, devoted customer commitment, superior teamwork and wicked sense of humour. Robert and his team have built a digital department that is the envy of every media agency in Canada. Congratulations Robert!"

In his role as SVP Digital Solutions, Jenkyn will continue to lead one of Canada's largest digital media practices. Since joining Media Experts in 2006, Robert has been instrumental in growing the agency's digital services from a team of just four to thirty experts disciplined in search, display, social, video, mobile and cross-platform analytics.

In the past year Robert and his team spearheaded the development of Media Experts proprietary online media trading desk, [Xpeto](#) which offers its customers major benefits in terms of targeting, pricing and control, including the ability to run more effective behavioral targeting campaigns.

"What's really interesting about leading Media Experts digital practice is that we operate in an agnostic and holistic media environment." commented Jenkyn. "Our [Tradigital™](#) approach to media planning and buying provides us with the perfect vantage point to observe the interrelationship of online and offline media, the digitization of traditional media and to contribute digital thinking to the evolving media ecosystem."

## ABOUT MEDIA EXPERTS

Founded in 1981, Media Experts is Canada's largest independent media services firm.

Powered by Service, leveraged by [Customerization](#) and guided by [Tradigital™](#) Thinking, Media Experts employs an integrated approach to traditional and digital advertising media, orchestrating them to bring maximized, measurable return on investment to our customers.

Media Experts executes media strategy on behalf of its customers from its three interconnected offices in Montreal, Toronto and Vancouver.

For more information, please contact:

Ian MacLean  
Vice President, Communications  
Media Experts  
514 844 5050 x-731  
[ianm@mediaexperts.com](mailto:ianm@mediaexperts.com)

Visit us at [www.mediaexperts.com](http://www.mediaexperts.com), follow us on Twitter [@\\_mediaexperts](#) and friend us on Facebook at <http://www.facebook.com/mediaexperts>