



# Media Director of the Year

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## Mark Sherman

**Founder, owner, executive chairman, Media Experts**

Mark Sherman has had a big year. On top of Media Director of the Year accolades (as well as Media Experts winning Media Agency of the Year Silver), he's celebrating three decades since founding Media Experts in Montreal with a team of three in 1981, and growing it to three offices and 120 employees servicing 28 clients.

Another cause for celebration was winning the Bell Canada business, beginning work on the account back in October 2010. It was also a year of innovation with Media Experts recently unveiling the Xpeto demand side platform, making it the first independent media services firm in Canada to operate its own online media trading desk.

Awards have also been on the uptick. The Olympic Torch program that saw Bombardier take on a role at the heart of the Games secured Gold in strategy's 2010 B!G Awards and a Gold at the Internationalist Awards in 2011. It also resulted in Media Experts being the only Canadian winner at the 2011 Festival of Media.

Sherman, who was a judge at Cannes this year on the media jury, also worked to inspire Canadians through a joint venture with Zulu Alpha Kilo and its creative director Zak Mroueh. Together they launched "People for Good," a multi-platform media campaign focused on creating a better Canada one good deed at a time. Over 300 media vendors donated space across the country. An iPad and iPhone application created by Toronto-based Thinking Box was also part of the mix.

As for the future, Sherman says his goal is for Media Experts to simply continue to get better across the board. "If you're going to be the best, you have to excel in every aspect of the business," he says.



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