

Hytner appointed UM EMEA president

Universal McCann has recently appointed Jim Hytner as president for the EMEA region, tasked with building the UM network across European, Middle Eastern and African territories.



He will report to Matt Seiler, the global chief executive of UM, and Graham Duff, the EMEA president of Interpublic's Mediabrands group.

Commenting on Hytner's appointment Seiler said, "Jim Hytner, joining UM as president of UM EMEA, advances our mission to increase and strengthen our partnerships with media owners. Not only does he bring media owner experience at Top Up TV, but also invaluable client-side experience from Coca-Cola and Barclays. Couple that with his general energy and passion and it makes me excited to see what he will bring to UM."

Said Duff, "I've known Jim as a client and as a colleague and it's fantastic that someone of his stature has become our EMEA driver at UM."

Hytner has recently been the commercial director of Top Up TV and former marketing director of Barclays. He previously held the posts of marketing manager at Coca-Cola, marketing director at BSkyB, marketing and new business director at Channel 5, marketing director at ITV and group brand director at Barclays.

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