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Marc Kremer Appointed President of MRM Worldwide in Japan

Tokyo – March 04, 2010 – McCann Worldgroup announced that Marc Kremer, EVP, Executive Officer, Managing Director, McCann International, McCann Erickson Japan moved to become Representative Director and President of MRM Worldwide in Japan, effective March 1. He will be replacing Masayoshi Tadami, who left MRM Worldwide in Japan at the end of February.

Marc Kremer has extensive experience covering digital, relationship marketing and advertising disciplines – across a broad range of industries including FMCG, financial services, IT, travel & leisure, media, telecoms, automobile and airline. He has also lived and worked in many regions around the world including Europe, the US, South-East Asia and Japan.

Michael McLaren, Regional Director of McCann Worldgroup Asia Pacific said, " Marc brings all the key capabilities required to this critical role. He has a deep knowledge of the digital and relationship marketing landscape, along with an intimate understanding of the needs of our clients. This experience will prove vital as we work to develop integrated solutions for our clients' brands."

Mark Cripps, Regional Director for MRM Asia Pacific, who has also been deeply involved in the MRM business in Japan, said "Japan is a key market in our global MRM organisation and we are delivering a rich set of relationship marketing, search and digital solutions to our clients there. Marc is a great addition to our management team and will help us to continue to innovate our product and bring richer customer utilities to market."

McCann Worldgroup, one of the world's leading marketing communications companies, is comprised of McCann Erickson Worldwide (the world's largest advertising agency network); MRM Worldwide (digital communications/direct/customer relationship management); Momentum Worldwide (event marketing/sponsorship/sales promotion); McCann Healthcare Worldwide (professional/dtc communications); UM (communications architecture/media buying and planning); Weber Shandwick (public relations) and FutureBrand (consulting/design).

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