

# New MD joins Mediamark today

Elton Ollerhead starts as MD of [Mediamark](#) today, 19 March 2012. He was the digital and publications media sales director at dunnhumby, UK, which specialises in personalising the world's experience of retailers and brands and best known for being key to the creation of Tesco Clubcard.



Elton Ollerhead

"Having started out his career in direct radio sales and evolving into heading up a division that sells internet media for a retailer, makes Ollerhead the perfect candidate," explains Omar Essack, CEO of [Kagiso Broadcasting](#).

According to Essack, the media sales house, which incorporates radmark, digitalmark, qmark and tmark, is on a journey to make it famous for insights, results and converging media spaces. In his search for the correct person to lead, he was looking for someone who would bring new ways of doing business. "We have enough radio experts in the group," he says.

## Consumer data and insights

With his understanding of consumer data and insights, Ollerhead hopes to take the agency to new heights of understanding of customers and audiences. His vision is to become business driven by superior insights with offers to media buyers that will empower them to make better decisions, giving a better ROI to their clients. He confirms that the biggest change he foresees for the company is that of becoming a leader in the environment of offering best of breed solutions to marketers and media buyers alike.

"What the agency hopes to derive from consumers' behaviour will lead to unique and exciting offerings to the market that are not currently available from other solutions," concludes Essack.

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