

MEDIABRANDS

Karel Goethals appointed COO of Mediabrands in Belgium

Karel Goethals has been appointed as Chief Operations Officer (COO) of Mediabrands and will as of now steer the Belgian team. Karel will report directly into Julius Minnaar, Mediabrands' Benelux CEO since April 2020.

Karel Goethals was Digital Operations Director at Mediabrands up to now, leading the 50+ digital team of the agency holding company (Initiative, UM, Reprise, Matterkind, Magna, Rapport and IPG/Dynamic). In this role, he drove the digital (r)evolution within the different entities at Mediabrands.

"The Belgian Management Team at Mediabrands has proven over the years that they have a clear track and are making all the right choices", says Benelux CEO Julius Minnaar. "Appointing the new COO from our own ranks was a no-brainer for me. I am truly proud that Karel, the youngest member of this dynamic management team, has taken on this challenge. His extensive digital experience, his soothing and calm style of management and his talent in controlling and simplifying complex operations and processes make him the perfect candidate for the job."

"The choice for Karel proves that we keep on investing in innovation and the future", confirms Gauthier Elslander, Managing Director of Initiative. "These are very interesting times in the media and communication landscape. The change we see right now acts rapid and is lasting. Karel has proven that he keeps his head cool in fast changing circumstances, he takes meaningful decisions and elevates the people around him to a higher level. In short, every inch the profile we need to face the interesting challenges we see both today and in the future."

UM Managing Director Nathalie L'Hoir goes on to support Karel in his new role. *"The services that we as a media agency provide to our clients are a cross-over between the 'traditional' media strategy and buying exercises and a growing number of performance technics, high velocity content and strategic consultancy, carried by a state-of-the-art data and business intelligence engine. Karel is the right person to steer a wide mix of talents with different craft experiences in this melting pot of knowledge and opportunity."*

"It is a tremendous and fantastic honor", Karel Goethals assures. "Of course, it also holds a big responsibility. Our work field is changing at a very fast pace and almost two years of COVID-19 has rocked our society to its very core. New ways of consuming have emerged, the way we work and collaborate has been overhauled and our general way of living has undergone tremendous changes that are here to stay. It is my ambition to make sure that Mediabrands keeps on being a warm place for its employees and assures an environment that motivates and sparkles the curiosity of all Mediabrandies. Our team is our greatest good. Keeping our unique Mediabrands culture we are so renowned for and shape it for the universe of tomorrow is exciting and my top priority. A team of talented people that feel supported, challenged and incited will deliver the greatest insight to our clients, they provide the best work".
