

Universal McCann's Diederik Breijer is EMEA president

Graham Duff, EMEA IPG Mediabrands President has announced the appointment of Diederik Breijer as Universal McCann EMEA (Europe, Middle East and Africa) President. Breijer is a recognised and respected industry leader in the Netherlands.



"I am delighted for this region to be in the capable hands of such an experienced leader. Diederik demonstrated tremendous business performance locally in the Netherlands. He has always shown great passion and enthusiasm for the Universal McCann brand. I look forward to working with him, continuing to build a first class organisation across the region," says Duff.

Diederik first entered the media world at Wegener Media in 1997. In 1999 he joined OMD Netherlands as a senior media planner. In 2001 he joined Universal McCann Netherlands as Group Media Director working with clients L'Oreal, Bacardi and Coca-Cola.

In 2003 he was appointed as Deputy Managing Director of Universal McCann Netherlands. In 2005 Diederik was appointed CEO of Universal Media Netherlands and became responsible for all operations.

"I am thrilled about this new challenge. We are in the midst of very exciting times in media and marketing which makes being able to address these opportunities from a regional level even more interesting. Over the last years I've already had the privilege of working closely with many European Universal McCann leaders and the London EMEA HQ team, all exceptional leaders and talents in their fields. The EMEA leadership of Graham Duff has successfully transformed Universal McCann ready to face these times. A solid base for me to further build on moving UM forward," Breijer says.