

Press Release

Orsolya Tóth to take over as CEO of ZenithOptimedia Hungary

It is today announced that Jonathan Cooper will leave ZenithOptimedia Hungary. Orsolya Tóth, currently non-tv buying director, will take over as CEO for ZenithOptimedia Hungary.

Orsolya Tóth started her media career in the Netherlands with Initiative Media in 1995. From 1997 she worked in Optimedia Ukraine. She returned to Hungary in 1998 first to OMD and then to ZenithOptimedia. Since 2002 she has been a media auditor and consultant. She rejoined ZenithOptimedia at the start of 2007.

Andras Vigh regional CEO of ZenithOptimedia CEE&ME said: "Jonathan has been with ZenithOptimedia for the past 3 years which were a very eventful and successful time in our agency. We wish all the best for Jon in his new adventure.

Orsolya has both international and Hungarian experience in media agency, management and consultancy. I believe her skills, relationships and market knowledge will be crucial in our plan for ZenithOptimedia Hungary. Her commitment and focus will provide our clients with the best possible media solutions."

Orsolya Tóth commented: "I am very excited by this new challenge; ZenithOptimedia Hungary has a great team and client base with a strong position in this market. I strongly believe that our ROI positioning and skills will provide strong media solutions to our clients and partners. I am very much looking forward to the future."

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ZenithOptimedia is one of the world's leading global media services agencies with 175 offices in 69 countries.

ZenithOptimedia is one of the leading media agency groups in Central and Eastern Europe with offices in over 20 countries.

Our regional client list includes Nestlé, L'Oréal, British Airways, Electrolux, HP, Puma, Toyota, Lexus, Sanofi-Aventis, and many major local appointments.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.