

# Roald van Wyk Named Chief Creative Officer Of MXM

NEW YORK, Nov. 27, 2017 /PRNewswire/ -- Meredith Xcelerated Marketing (MXM), an award-winning, content-powered digital agency owned by Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), today announced the appointment of Roald van Wyk to Chief Creative Officer. Van Wyk will be based in the MXM New York office and report to Georgine Anton, President of MXM.

As MXM's first Chief Creative Officer, van Wyk will be responsible for leading the agency's creative efforts and overseeing more than 130 creative employees across the United States. He will also serve as a key member of the MXM Executive Leadership Team.

Van Wyk joins MXM from SapientRazorfish, where he served as Vice President Senior Group Creative Director and was responsible for leading accounts including Mercedes-Benz USA, Clinique, Trojan and Walmart. He is also credited with launching SapientRazorfish's Connected Content Studio, which combines creative, strategy, production, data and technology into one team.

"Roald's appointment as MXM's Chief Creative Officer signals our commitment to delivering industry-leading creative solutions across all platforms," said Anton. "With his superior expertise in digital strategy, mobile design and user experience, Roald is the ideal leader to unify MXM's diverse digital and content capabilities. He also brings a strong history of collaboration and developing creative solutions that solve business problems for clients across a wide range of industries."

"MXM places tremendous value on the power of creativity to transform business," said van Wyk.

"With so many touch points, brands need to tell cohesive stories that are based on a single smart idea and supported by reliable data. There is no other agency that is in a better position to do this for brands than MXM, which is backed by powerhouse publisher Meredith."

Van Wyk's career spans four continents and includes serving in senior-level positions for world-leading agencies and top brands. He started his career in Cape Town over 21 years ago and went on to hold creative positions in Amsterdam, Singapore, Tokyo, Oslo and New York.

Prior to SapientRazorfish, van Wyk was the Chief Marketing Officer of Tone, a New York-based firm that extended mobile broadband to remote unconnected communities in Southeast Asia, India and Africa. While at Tone, van Wyk worked closely with the U.S. State Department, NGOs, global brands and mobile carriers around the world to form partnerships designed to have tangible impacts. One of the initiatives, mFish, connected rural fishermen to a global sustainable network.

Before Tone, he served in a number of senior-level positions including: Executive Creative Director at Berlin Cameron; Group Creative Director, Senior Vice President at FCB Global; and Creative Director, Vice President of Publicis Modem.

## About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing (MXM) is an award-winning, content-powered digital agency with unmatched digital expertise across all channels. MXM provides fully integrated marketing solutions for some of the world's top brands, including Benjamin Moore, Kraft Heinz, Allergan, and TGIFriday's. Through its rich 48-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. A pioneer in this hyper-connected world, MXM pairs insightful strategy and trailblazing-creative with world-class technical development and expert analytics to connect with consumers at every stage of their journey. MXM employs more than 500 people globally and is a part of Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), a publicly owned media and marketing company. Visit [www.mxm.com](http://www.mxm.com) for more information.

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