

EUROPEAN TECHNOLOGY SUMMIT



Jon Carney
Chief Digital Officer
McCann Worldgroup EMEA

Jon runs digital strategy and oversees digital operations for McCann Worldgroup in Europe, and a number of global clients.

He is a long time digital leader, having defined and ran digital and mobile strategy and marketing for a global brands including Adidas, CocaCola, Samsung and Vodafone.

Jon has also launched 2 pioneering digital agencies. Marvellous, the world's first mobile agency in 2002, that went on to have 5 international offices and joined Aegis (Dentsu-Aegis) in 2007. Somewhat, a multi-channel digital retail shop that became AOR for the BBC and a host of retail companies.

Key skills: Digital communications and operations strategy, client management, social platforms, digital media partnerships, emerging technologies, innovation, loyalty, phy-gital, campaigns.

Clients include: Nestle, Mastercard, Microsoft, Adidas, BBC, Chelsea FC, Diageo, Coca-Cola, Vodafone.

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