

Press release

Costin Mihaila Joins Mediaplus Group as Global Chief Market Officer

Mediaplus has appointed Costin Mihaila as Global Chief Market Officer, effective mid-April 2026. In this newly created role, the industry expert will focus on strengthening the agency group's global market presence, ensuring consistency in client consulting and product delivery across markets, and supporting the development of Mediaplus locations worldwide.

Munich, 28 May 2026 — As clients increasingly seek global consistency without compromising local relevance, Mediaplus Group is further evolving its global setup. To support this next phase, the agency group has created the role of Global Chief Market Officer and appointed Costin Mihaila to lead its international growth agenda.

Mihaila brings extensive experience in scaling international agency and network businesses. Most recently, he held executive leadership roles at EssenceMediacom and WPP, including Global Client President as well as Managing Director EMEA for EssenceMediacom. In his new role, which he assumed mid-April 2026, Mihaila will focus on expanding Mediaplus' business outside Germany, further developing local offices across markets, and strengthening consistency in key areas such as product, talent, commercial models, consulting quality, and client management – both internationally and locally. In doing so, he will work closely with the local Mediaplus management as well as the global specialist teams.

“Our goal is to further build Mediaplus as a global agency group that grows with existing and new clients – both within individual markets and across borders,” says Costin Mihaila. “Mediaplus offers the right environment for this: a strong focus on client care, an entrepreneurial culture and a proven growth track record. I look forward to working with the teams around the world to further strengthen our position as a leading global independent media agency.”

In his newly created role, Mihaila reports directly to Mediaplus Global CEO Matthias Brüll. “With Costin, we will create more consistency for clients across markets and foster closer international collaboration,” says Matthias Brüll. “This applies to the quality of our consulting, the solutions we develop, and our continued expansion. Costin brings a strong client perspective and market understanding, which will be important for the next phase of our growth.”

Press contact

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