Media Agency m/SIX Hires Belinda Smith as Americas CEO

Belinda Smith has joined global media network m/SIX as Americas CEO, a new role at the agency.

In this role, Smith will oversee the agency's operations in the U.S., Canada, Mexico, Argentina and Uruguay, reporting to global CEO Jess Burley.

Smith is no stranger to m/SIX. Up until recently, she served as head of global marketing intelligence at Electronic Arts, which handed media responsibilities to m/SIX last year. While Electronic Arts handles much of its media in-house, it selected m/SIX as its global strategic external partner.

"Since my initial meetings with the m/SIX team in 2017, I've felt strongly that the talent, leadership, strategic thinking and solutions they provide are unmatched in the agency world, and I am excited to lead such a pioneering group," she said.

Smith added that she thinks the role offers her a "great opportunity to change the way marketing is done and transform client-agency relationships.

"During my time at EA, I overhauled our agency roster along with our media, strategy, data, measurement and attribution disciplines, and now I look forward to bringing this expertise and experience to the larger market."

Smith said her "No. 1 focus" will be on the agency's people. A self-described marketing and diversity activist, she currently serves as the global diversity ambassador for the World Federation of Advertisers. Last year, she penned an op-ed for Adweek that detailed five ways agencies and brands can improve

their DEI initiatives.

Since June, she has served as a special adviser to the board of The&Partnership, an agency network backed by WPP that partly owns m/SIX via a partnership with GroupM.

Her work involved advising the board on diversity and inclusion efforts.

“Talent is the core of every business, and I’ve always focused on building diverse, global, high-achieving teams. I look forward to bringing my sharp focus on inclusion and representation with me in the new role,” Smith said.

Prior to joining Electronic Arts, Smith served as director of programmatic strategy at 360i. She held roles at the Interactive Advertising Bureau and AT&T earlier in her career.

“Belinda’s experience client side and from an agency perspective gives her the 360-degree view needed to navigate today’s landscape,” Burley said. “Coupling that with her digital expertise makes her the perfect candidate for this role.”

According to a m/SIX spokesperson, the agency has won business from brands including Clarins, Haribo, Fossil Group and Whirlpool this year. The agency network operates in more than 40 countries.

Last year, m/SIX partnered with adam&eveDDB on a launch campaign for FIFA 2020. More recently, the agency worked with Fossil Group, which handed its EMEA media account to m/SIX earlier this year, on a Black Friday “War Zoom.”

According to m/SIX, the virtual event “was designed to mimic a newsroom-style environment and enabled client and agency to analyze social, organic, onsite and media trends in real time and immediately adjust media campaigns and strategies across the U.K., Germany, France and Italy.”

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