

## David Patton, President & CEO of Grey Group EMEA, elected EACA President

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*Brussels, 23 September 2013:* David Patton, President & CEO of Grey Group EMEA, has been unanimously elected President of EACA (European Association of Communications Agencies) for the next two years. He succeeds Moray MacLennan, CEO Worldwide of M&C Saatchi.

Patton used the platform of the Euro Effies Awards Gala in Brussels to highlight his intention of continuing the work of the previous Presidency.

“I want to pick up and continue the great work done by Moray MacLennan in creating a platform for young entrepreneurs, ‘This is My Future’. So we will continue, with Moray’s help, to pursue potential financial support to make this powerful initiative a real force for successful growth in the future”, says Patton.

Patton will use the two years of his EACA Presidency to focus on three key priorities: first, putting young people at the forefront of our efforts as an Association as the only way to ensure that we develop our businesses around people who can help us to grow; second, coming out of recession, EACA should play a vital role in helping our industry to learn from the past and to understand how to apply that learning going forward; thirdly, Patton wants to address the issue of client/agency relationships and to move agencies further up the client agenda.

David Patton took up the position of Group President of Grey Europe, Middle East and Africa in January 2010, previously he was CEO for Grey London. His brief is to drive growth and creativity across the region, develop key client strategies and ensure that the rich array of Grey resource is offered to clients across all communication disciplines.

Between 2004 and 2007, David was Sony Europe’s Senior Vice President, Marketing Communication. He was responsible for all Sony Electronic marketing communication activities across Sony consumer and B2B divisions in over 40 countries. David headed up a team of 90 people across Advertising, Sponsorship and Promotions, Brand Management, Corporate and Consumer PR, Internet, Strategy and Planning, Media, Research, Instore and CRM.

“David’s broad experience, not just at Grey, but in his previous career, will be a huge asset for EACA as we continue to expand our offering to our members,” says Dominic Lyle, the Association’s Director General.

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**Note to editors**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service advertising and media agencies and agency associations in Europe.

EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies.