

Ebiquity Appoints David Muldoon as Global Managing Director of Marketing Transformation

Strategic appointment reinforces Ebiquity's position as partner of choice for enterprise marketing transformation

LONDON, 6 February 2026 - Ebiquity plc, the independent authority in marketing effectiveness, today announces the appointment of David Muldoon as Global Managing Director of Marketing Transformation, effective immediately.

Muldoon brings more than two decades of proven expertise advising Fortune 500 CMOs. As Vice President at MediaLink, he orchestrated transformation programmes for Unilever, Diageo, LEGO, AB-InBev, JP Morgan Chase, and Tesco. His distinguished track record encompasses multi-billion dollar agency scope design, operating model architecture, and transformative partner selection processes. Prior to MediaLink, Muldoon held senior leadership roles at Walgreens Boots Alliance, where he oversaw the company's global media and agency transformation.

In his new role, Muldoon will lead Ebiquity's integrated transformation offering, leveraging the company's unparalleled marketing performance data, proprietary benchmarks, and deep client insights. This comprehensive approach combines strategic transformation consulting with operating model design, agency optimisation, and capability architecture. Through this integration of data-driven intelligence and transformation expertise, clients gain unprecedented visibility and control over their marketing investments.

The appointment strengthens Ebiquity's position as the independent authority in marketing effectiveness, demonstrated through its exclusive strategic partnership with the World Federation of Advertisers (WFA) for Effectiveness. The company's integrated approach to creative and media capabilities, combined with responsible AI workflow innovation, delivers measurable business growth through marketing excellence.

Further details on the expansion of Ebiquity's transformation capability will be announced later in 2026.

Ruben Schreurs, Chief Executive Officer, said: "David's appointment marks a defining moment for Ebiquity and our clients. His track record orchestrating multi-billion dollar transformations, combined with our marketing intelligence and benchmarking capabilities, creates unmatched value for CMOs seeking demonstrable returns on their marketing investments."

David Muldoon said: "Most organisations already have vast amounts of marketing data, but very little of it is converted into better strategic, operational or partner decisions. Ebiquity's strength is its ability to connect performance evidence with practical change. My focus is on helping clients harness this unique capability to build marketing organisations that drive sustainable competitive advantage and deliver exceptional business growth."

End

About Ebiquity plc

Ebiquity is the independent authority in Marketing Effectiveness. Trusted by more than 75 of the top 100 global advertisers - and 500 more worldwide - we analyse over 100 billion in media spend each year. This unmatched scale gives us the deepest data and the sharpest insights in the industry, powering the impartial advice our clients act on to make the right decisions that deliver Effective and Responsible Advertising.

Our work is driven by 650 media experts on the ground in 19 countries. Covering more than 80% of the world's media market, we are the most local and the most global, ensuring local relevance with global consistency.

With our evidence-based consultancy, clients transform their media operations, strengthen governance of their investments, and unlock significant incremental business growth.

On average, our clients achieve a 15% improvement in ROI and collectively generate over 1 billion in value annually through our digital governance programmes.

For further information, please visit: www.ebiquity.com

For media enquiries, please contact:

Camarco
Ben Woodford
Geoffrey Pelham-Lane

+44 (0) 7990 653 341
+44 (0) 7733 124 226

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRASSASUMEMSEDE