

Amy Redford-Ninghetto to Bolster ECI and MMC's Support to Clients in Europe

London, 19th March 2025: Global media and marketing consultancies ECI Media Management (ECI) and Media Marketing Compliance (MMC) are delighted to welcome Amy Redford-Ninghetto onboard to support continued growth in Europe.

Redford, former Head of Global Media Procurement for eBay, has over 20 years of experience as Marketing Procurement Leader for global brands including eBay, Kraft-Heinz and Peugeot-Citroën. Drawing from her extensive experience, she has transitioned to Marketing Procurement consulting, working with advertisers seeking to maximize media performance while ensuring financial transparency. Advertisers benefit from her expertise in navigating commercial, contractual, and operational challenges, improving performance and long-term growth.

This builds on the momentum in ECI and MMC's collaboration strategy, including recent appointments in APAC and North America. Media auditing in Europe is evolving, driven by advertisers' increasing demand for accountability, transparency, and optimized media performance. To meet these requirements, ECI and MMC are uniquely positioned to provide in-market expertise through their combined offering, which integrates media performance auditing and contract compliance while maintaining strict data separation between clients and agencies.

Advertisers are understandably demanding credible, experienced senior resources based in-market, which ECI and MMC are uniquely positioned to provide. The combined ECI-MMC offer is a response to increased advertiser demand for an aligned service offering that covers both media performance audit and contract compliance services, while respecting strict client and agency requirements for data separation.

Local advertisers and global brands will be able to benefit even more from ECI Media Management's expertise in driving higher media value via media performance audit, pitch management and KPI setting and analysis, coupled with MMC's commitment to delivering financial transparency in the media and marketing supply chain.

Based in Zürich, Redford will collaborate with ECI and MMC teams and clients across Europe, as well as supporting global advertisers by leveraging ECI and MMC's networks in North & South America and APAC.

Redford spoke enthusiastically about the partnership:

"I have worked with both ECI and MMC teams for over 10 years as their client, so I know firsthand the strong expertise and added value they bring in Performance and Compliance. I'm a strong advocate for the services they offer because I have a hands-on experience with the benefits of their work! My values strongly align with the purpose of both businesses – providing end-to-end marketing investment performance solutions which empower advertisers to have better control and drive more value from their marketing spend. I look forward to supporting ECI and MMC - helping clients optimize and continuously improve their marketing investments."

Stephen Broderick, Senior Director (Global) at MMC said, *“I have worked with Amy as a Client for almost 10 years and I know how much experience and respect she has in the industry. With her expertise as a Marketing Procurement Consultant partnering with our aligned business, her appointment underlines our commitment to ensuring clients have the best advice available as they navigate the scale and constant changes within the European media market.”*

Fredrik Kinge, CEO of ECI Media Management, commented, *‘We are delighted and are looking forward to working with Amy. Having 20+ years’ experience as a Client-side Global Procurement Leader and strong expertise in Global media she will be an invaluable asset to our clients - understanding and helping them to address challenges and to optimize their media investments.’*

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About Media Marketing Compliance

MMC conduct audits for advertisers across the globe to deliver financial transparency in the marketing supply chain by verifying the amounts they spend on their media and advertising is correctly applied according to their contract. Our financial audits deliver a more robust service which leads to increased audit recoveries. Our audits further benefit advertisers by optimising contract terms, giving increased protection, transparency, and savings in the future.

About ECI Media Management

ECI Media Management’s modern, forensic and fact-based approach harnesses the power of world-class talent, proprietary technology and innovative benchmarking capabilities to help clients drive higher media value and media-led impact on business performance. Their key capabilities include media performance audit and tracking, pitch management and KPI-setting and evaluation.