

## ECI Media Management and Media Marketing Compliance appoint Donna Malone to accelerate UK growth

**London, 12<sup>th</sup> January 2026:** Global media and marketing consultancies ECI Media Management (ECI) and Media Marketing Compliance (MMC) have jointly appointed Donna Malone to accelerate their combined growth strategy in the UK.

Donna was previously Head of Investment for EMEA at ID Comms, managing global agency delivery for clients. Prior to that, she served as a Senior Client Partner at Ebiquity, where she headed a team of consultants dedicated to enhancing the effectiveness and efficiency of clients' media investments.

Her industry experience of more than 30 years includes conducting media agency pitches, media performance incentive design, contract renegotiation and financial transparency, ensuring her clients secure the strongest media value and servicing outcomes from their agencies.

Donna's appointment builds on the momentum of the ECI MMC collaboration, developed in response to industry fragmentation and growing advertiser demand for an aligned service offering that integrates both media performance auditing and financial contract compliance, while respecting strict data separation in line with client and agency requirements. Advertisers benefit from ECI Media Management's expertise in driving higher media value through media performance audits, pitch management, and KPI-setting and analysis, alongside MMC's commitment to delivering financial transparency throughout the media and marketing supply chain.

Donna says, "I'm excited to join ECI and MMC at a time when advertisers are demanding deeper transparency, stronger governance and clearer accountability across their media investments. The combined ECI MMC proposition brings together two highly complementary client offerings, and there is a real opportunity to help advertisers unlock greater value by aligning performance, contracts and compliance in a more joined-up way. I'm looking forward to working closely with clients and partners across the UK and internationally as the collaboration continues to grow."

Stephen Broderick, Chief Operating Officer at MMC, comments, "Donna brings exceptional experience across media investment, governance and client delivery, making her a natural fit for the next phase of MMC's collaboration with ECI. Advertisers are under increasing pressure to understand where money flows and how value is realised, and Donna's appointment strengthens MMC's ability to help them secure contract compliance and financial transparency, while working seamlessly alongside ECI's media performance expertise."

Fredrik Kinge, Global CEO of ECI, adds, "Donna's appointment is an important step in scaling the ECI MMC collaboration in response to growing advertiser demand for more integrated, transparent and accountable media services. Her depth of experience and client-first mindset align strongly with our focus on helping advertisers achieve higher media value from their advertising investments. Together with MMC, we are building a proposition that addresses both media performance and financial transparency, without compromise."

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## About Media Marketing Compliance (MMC)

MMC conduct audits for advertisers across the globe to deliver financial transparency in the marketing supply chain by verifying the amount they spend on media and advertising is correctly applied according to their contract. MMC's 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. In October 2025, MMC joined HW Fisher, part of the Sumer Group, a top 15 accountancy practice.

[mediamarketingcompliance.com](http://mediamarketingcompliance.com)

## About ECI Media Management

ECI Media Management's modern, forensic, and data-led approach to media performance consultancy 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. Our key capabilities include media performance audit and tracking, pitch management and KPI-setting and evaluation.

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