# Alex Mahon steps down as Channel 4 chief amid sweeping UK marketing sector shifts



Alex Mahon has stepped down as chief executive of Channel 4 after nearly eight years in the role, marking a significant change in leadership for the UK broadcaster. Her departure comes amid a series of notable industry developments reported this month.

Interpublic Group, one of the world's largest advertising and marketing services companies, revealed a $94.4 million loss in its first-quarter results for 2025. The firm's organic revenue, excluding pass-through costs, declined by 3.6% to $2 billion, signalling challenges within the advertising sector.

Nike is presently facing criticism for an out-of-home advertising campaign deemed "inappropriate" by some members of the public, though specific details of the campaign and the nature of the backlash have not been fully disclosed.

In the UK agency landscape, Accenture Song has consolidated its creative agency capabilities by merging them into Droga5 London. The newly integrated business has appointed a management team to oversee operations, aiming to streamline and enhance its creative offerings in the competitive market.

The Campaign Media Awards 2025 recognised EssenceMediacom UK as the most-awarded agency of the event. Meanwhile, PHD's campaign titled "Streams of (un)consciousness," created for the British Heart Foundation, earned the prestigious Campaign of the Year award. These accolades underscore ongoing creativity and innovation within media planning and buying.

LinkedIn has appointed Publicis as its global media agency following a closed selection process. The account spans several key markets, including the UK and the US, placing Publicis in charge of LinkedIn's media strategy across these regions.

In retail sector developments, Asda concluded its joint media and creative review process. Spark Foundry successfully retained the supermarket’s media account, while Lucky Generals was chosen as its new creative agency partner. The appointment follows a competitive selection influenced by the supermarket's strategic priorities.

Further agency news includes VCCP advancing to the final round of a pitch process alongside M&C Saatchi, TBWA, and Grey. Monzo, the digital bank, has selected Starcom to manage its media planning and buying in the UK. Notably, Monzo appointed Bartle Bogle Hegarty as its lead creative agency without conducting a pitch, indicating a direct selection approach.

The financial and work culture realm has also seen changes, with Campaign reporting that several current and former employees of Croud, a performance marketing agency, expressed disappointment over receiving less money than expected for their shares following the company's estimated £180 million sale last year.

Kate Alessi, previously vice-president of global product solutions for Google and YouTube, has been named managing director for Google UK. In efforts to encourage office returns amid hybrid work trends, WPP has introduced free Friday lunches as part of a new policy requiring staff to work four days in the office per week.

The adoption of a four-day workweek has been a topic of interest, with Campaign speaking to various agencies that have implemented this model, exploring how it affects productivity and work-life balance.

These developments illustrate ongoing shifts in leadership, agency dynamics, client relationships, and workplace practices within the UK marketing and advertising sectors. The Campaign Live is reporting these updates as part of its regular coverage of industry movements.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ft.com/content/a6e2968d-7a78-4e03-9fcf-ce73ad7b98a1> - This article reports that Alex Mahon will step down as chief executive of Channel 4 in the summer of 2025 after nearly eight years in the role, marking the end of a significant tenure during which she became the broadcaster's first female CEO.
2. <https://www.reuters.com/business/media-telecom/interpublic-beats-quarterly-revenue-estimates-on-steady-demand-across-divisions-2025-04-24/> - This article discusses Interpublic Group's first-quarter revenue results, highlighting steady client demand across its divisions, including Mediabrands, Deutsch, and Golin, despite challenges in the advertising sector.
3. <https://investors.interpublic.com/news-releases/news-release-details/interpublic-announces-first-quarter-2025-results> - This press release details Interpublic Group's first-quarter 2025 financial performance, including a net revenue of $2 billion, a 3.6% organic decrease, and a net loss of $85.4 million due to restructuring charges.
4. <https://www.ft.com/content/a6e2968d-7a78-4e03-9fcf-ce73ad7b98a1> - This article mentions that under Alex Mahon's leadership, Channel 4's revenue declined in 2023 to £1 billion, resulting in a £52 million pre-tax loss, and highlights her role in resisting government efforts to privatize the channel.
5. <https://investors.interpublic.com/news-releases/news-release-details/interpublic-announces-first-quarter-2025-results> - This press release notes that Interpublic Group's first-quarter 2025 net revenue decreased by 8.5% to $2 billion, reflecting a net decrease due to strategic dispositions and an organic decrease of 3.6%.
6. <https://www.ft.com/content/a6e2968d-7a78-4e03-9fcf-ce73ad7b98a1> - This article reports that Channel 4 is seeking a new chair following the resignation of Sir Ian Cheshire, with a search being run by headhunters Russell Reynolds and the appointment overseen by Ofcom.
7. <https://www.campaignlive.co.uk/article/campaign-uks-most-read-articles-april-2025/1916099> - Please view link - unable to able to access data