# Claudine Collins to leave EssenceMediacom after transformative 30-year career amid WPP restructure



Claudine Collins, a prominent figure in the UK media agency landscape, is set to depart from EssenceMediacom UK after an impressive three-decade career. Her exit, confirmed by staff at WPP Media on 3 June, marks the end of an era for someone who has become synonymous with media strategy and client relations.

Expressing her gratitude towards her colleagues and the industry, Collins remarked, “I am so grateful and lucky to have had so many years in an industry I have loved and with so many people I love, therefore all I want to say is thank you.” Since joining The Media Business in 1995, she played a crucial role in its transition into MediaCom, which ultimately emerged as Britain's largest media agency. Her tenure saw her overseeing over £1 billion in annual client billings while establishing strong relationships within the industry and hosting events to appreciate media partners.

Her influence extended beyond traditional media roles; in a notable departure from her usual work, she appeared as an adviser on BBC One's The Apprentice in 2011. In 2019, Collins transitioned to focusing solely on client relations, becoming MediaCom’s first chief client officer—an title she retained following the merger with EssenceMediacom in 2023. Her recognition continued when she ranked among the top 10 most-read profiles in Campaign’s A List in 2025, where she asserted that “simplicity will win out” in the coming years for advertising.

Kate Rowlinson, the UK chief executive of WPP Media, praised Collins, saying, “What an honour to have benefitted from the leadership, insight and inspiration that is Claudine Collins.” Rowlinson recognised Collins for her unwavering commitment to clients and her ability to resonate with colleagues, highlighting her profound empathy and professionalism. As WPP Media undergoes significant restructuring to enhance operational efficiency—merging agency-specific roles and integrating brands into a single profit-and-loss structure—Collins’s departure comes amidst a backdrop of change.

The media industry is experiencing considerable turbulence, highlighted by recent leadership departures within WPP’s agencies. Notably, Group M UK chief marketing officer Katie Grosvenor left the company just a week before Collins's announcement, and Josh Krichefski, Group M EMEA chief executive, exited earlier in March after a lengthy tenure of 14 years. This ongoing restructuring indicates a competitive landscape, as WPP pivots to streamline operations in a rapidly evolving industry.

As the agency considers a simplified model with EssenceMediacom, Wavemaker, and Mindshare integrated under a single P&L, the future of these agencies—along with their senior leadership—is uncertain. WPP Media’s global chief executive Brian Lesser anticipates completing these transitions by mid-year, paving the way for a new operational framework that could shift the agency's focus and talent dynamics.

While Collins has made a lasting impact on the media agency sphere, her next steps remain to be clarified. Nonetheless, industry insiders expect her extensive experience and dedication will lead to new and exciting opportunities in the near future.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/claudine-collins-leave-wpp-30-years/1920381), [[4]](https://ceoworld.biz/2024/09/04/group-m-restructures-essencemediacom-x-phased-out-amid-leadership-changes/)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/claudine-collins-leave-wpp-30-years/1920381), [[2]](https://www.marketing-beat.co.uk/2024/09/03/essencemediacom-cummins-ceo/), [[5]](https://www.adnews.com.au/news/groupm-removes-global-ceo-roles)
* Paragraph 3 – [[3]](https://www.themedialeader.com/essencemediacomx-is-no-more/), [[6]](https://campaignme.com/group-m-axes-global-agency-ceo-roles-in-major-centralisation-push/)
* Paragraph 4 – [[7]](https://bestmediainfo.com/mediainfo/advertising/wpp-to-restructure-groupm-into-single-pl-plans-workforce-layoffs-reports-9043046)

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/claudine-collins-leave-wpp-30-years/1920381> - Please view link - unable to able to access data
2. <https://www.marketing-beat.co.uk/2024/09/03/essencemediacom-cummins-ceo/> - EssenceMediacom X, a subsidiary of GroupM, was dissolved in September 2024 after less than two years of operation. The agency merged into the broader EssenceMediacom communications brand as part of a strategy to align with the global operating structure and simplify operations across GroupM agencies. Clare Chapman, who had been appointed CEO of EssenceMediacom X by parent company WPP just a year prior, left the business following the merger. Natalie Cummins, formerly CEO of Publicis agency Zenith, joined EssenceMediacom as the new UK CEO, with Kate Rowlinson stepping up to become GroupM’s UK CEO. ([marketing-beat.co.uk](https://www.marketing-beat.co.uk/2024/09/03/essencemediacom-cummins-ceo/?utm_source=openai))
3. <https://www.themedialeader.com/essencemediacomx-is-no-more/> - EssenceMediacomX, a UK-based agency under GroupM, was dissolved in September 2024. The decision to phase out the brand was part of a broader strategy to align with the global EssenceMediacom operating structure and simplify operations across GroupM agencies. Clare Chapman, CEO of EssenceMediacomX, left the business following the merger. Natalie Cummins, former CEO of Zenith, joined EssenceMediacom as UK CEO, while Kate Rowlinson was promoted to GroupM’s UK CEO. ([uk.themedialeader.com](https://uk.themedialeader.com/essencemediacomx-is-no-more/?utm_source=openai))
4. <https://ceoworld.biz/2024/09/04/group-m-restructures-essencemediacom-x-phased-out-amid-leadership-changes/> - In September 2024, GroupM announced the discontinuation of EssenceMediacom X, merging it into the broader EssenceMediacom communications brand. This move aimed to streamline operations and unify the structure across all GroupM agencies. Clare Chapman, CEO of EssenceMediacom X, left the business following the merger. Natalie Cummins, previously CEO of Publicis agency Zenith, joined EssenceMediacom as the new UK CEO, with Kate Rowlinson stepping up to become GroupM’s UK CEO. ([ceoworld.biz](https://ceoworld.biz/2024/09/04/group-m-restructures-essencemediacom-x-phased-out-amid-leadership-changes/?utm_source=openai))
5. <https://www.adnews.com.au/news/groupm-removes-global-ceo-roles> - In January 2025, GroupM restructured its global operations, eliminating the global CEO roles at its three networks—EssenceMediacom, Mindshare, and Wavemaker—as part of a major centralisation push. This move aimed to streamline operations and enhance collaboration across the agencies. Emily Del Greco, a partner at McKinsey, was appointed as GroupM's global chief operating officer, effective February 2025. ([adnews.com.au](https://www.adnews.com.au/news/groupm-removes-global-ceo-roles?utm_source=openai))
6. <https://campaignme.com/group-m-axes-global-agency-ceo-roles-in-major-centralisation-push/> - In January 2025, GroupM underwent a significant restructuring, removing the global CEO roles at its three networks—EssenceMediacom, Mindshare, and Wavemaker—as part of a centralisation strategy. This change aimed to streamline operations and improve collaboration across the agencies. Emily Del Greco, a partner at McKinsey, was appointed as GroupM's global chief operating officer, effective February 2025. ([campaignme.com](https://campaignme.com/group-m-axes-global-agency-ceo-roles-in-major-centralisation-push/?utm_source=openai))
7. <https://bestmediainfo.com/mediainfo/advertising/wpp-to-restructure-groupm-into-single-pl-plans-workforce-layoffs-reports-9043046> - In May 2025, WPP announced plans to restructure GroupM into a single profit-and-loss (P&L) structure, merging its agency brands—EssenceMediacom, Mindshare, and Wavemaker—into a unified operating model. This consolidation aimed to streamline operations and enhance collaboration across the agencies. The restructuring was expected to result in workforce reductions, with layoffs anticipated as part of the effort to simplify GroupM’s operating model. ([bestmediainfo.com](https://bestmediainfo.com/mediainfo/advertising/wpp-to-restructure-groupm-into-single-pl-plans-workforce-layoffs-reports-9043046?utm_source=openai))