



Publicis One Announces its Global and Regional Leadership

(Paris: 31 March 2016) Publicis One announced today its global and regional leadership, nominated by Jarek Ziebinski, Chief Executive Officer. Publicis One is the global communications enterprise that unites all Publicis Groupe agency brands' capabilities and expertise under one roof in about 50 countries. With more than 7,500 employees, the Publicis One operation is spread across Latin America, Europe, Middle East, Africa and Asia.

"At the beginning of this year we started a very significant transformation of Publicis Groupe that includes the creation of Publicis One, a new global communications enterprise. As we embark on this journey, our very first mission is to create a strong leadership team." said Ziebinski. "The new Publicis One team comprises experienced leaders who represent the crème de la crème of Publicis Groupe talent, bringing diverse backgrounds, skill sets, entrepreneurial mindset and a brand agnostic approach to our work."

In Latin America, Monica Gadsby has been appointed as the regional Chief Executive Officer while Joseph Piazza has been named regional Chief Financial Officer.

In Asia, Nicolas Menat has been appointed regional Chief Executive Officer and Ricardo Roces regional Chief Financial Officer.

To ensure adequate attention is given to all markets within the complex region of EMEA – which covers 25 countries- Johan Parmentier has been appointed to regional Chief Executive Officer for Benelux, Misa Lukic has been tasked to lead Central Eastern Europe as regional Chief Executive Officer and Kevin Tromp as Chief Executive Officer for Africa. Parmentier, Lukic and Tromp will be supported by David Clark, who has been named regional Chief Financial Officer for EMEA.

At a global management level, Alice McCreath has been named Chief Financial Officer, Maree Prendergast, Chief Talent Officer and Karen Lim will become Communications Director.

All of the above newly-appointed global and regional leaders of Publicis One are already in their new roles and are fully operational in their respective markets.



Maurice Lévy, Chairman & CEO, Publicis Groupe said, “Publicis One is a totally new approach to the market with end-to-end solutions. I am convinced that under the leadership of Jarek Ziebinski, Publicis One will deliver the very best to our clients, attract the best talents and offer great career opportunities to be the greatest agency in each market. I have great confidence in the team chosen by Jarek.”

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Contact: Karen Lim | M: +65 9272 2359 | E: karen.lim@publicisone.com

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe’s agency capabilities and expertise under one roof. Built with clients’ interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe’s four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue499), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 7,500 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe’s ambition to deliver on the value of “The Power of One” to clients.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. Active across the entire value chain, from consulting to creation and execution, Publicis Groupe offers its clients a unified, fluid model allowing them access to all the Groupe’s tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: “Publicis Communications” (Publicis Worldwide with MSLGROUP, Saatchi & Saatchi, Leo Burnett, BBH, and Prodigious), “Publicis Media” (Starcom, Zenith, Mediavest | Spark, and Optimedia | Blue 449); “Publicis.Sapient” a one of a kind global digital platform (Sapient Consulting, SapientNitro, DigitasLBI, Razorfish) and Publicis Healthcare. Present in over 100 countries, the Groupe employs more than 77,000 professionals.

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