

Publicis Media Launches Global Commerce Capability to Manage the Intersection of Media and Marketplaces

10-year Publicis Groupe Veteran and Commerce Expert Ali Nehme To Lead & Accelerate Efforts

London, UK - March 29, 2018 - Publicis Media today announced the launch of Commerce as a Publicis Media global practice dedicated to spearheading a comprehensive capability spanning commerce strategy, media and marketplace investment, as well as content and merchandising. Ali Nehme will serve as Global Practice Lead, Commerce, Publicis Media, and report into Digitas Global Brand President Michael Kahn, who will also serve as executive sponsor of the Commerce Practice.

Nehme was formerly President of Commerce & Innovation for Publicis Media EMEA, where he drove the advancement of the commerce capability across the region with Starcom and Zenith, and for key global accounts such as L'Oréal, Nestlé, P&G and Samsung.

In this new role, Nehme will be responsible for accelerating Commerce capability and talent and unlocking new client opportunities. He will lead a team of dedicated Regional Commerce Leads in the Americas, EMEA and APAC regions and also deploy an agency-embedded talent model with commerce leads directly managing client strategy and implementation.

Together, this group of experts will focus on three key areas:

1. **Strategy & Acceleration:** Understanding of the shopper needs and journey to identify and drive the areas of growth. We help our clients manage the complexity of their Direct-to-Consumers (D2C) sites and eRetailers.
2. **Media & Investment:** Planning and linking media to commerce, allowing investment recommendation and management between the brands D2C sites and eRetailers.
3. **Content & Merchandising:** Managing and elevating the product presence on the eRetailers through content design, production and optimization to improve brand visibility and consumer experience.

The capability will work seamlessly with Publicis.Sapient and Publicis Communications commerce offerings to bring together technology infrastructure, media and creative for an end-to-end commerce business solution.



“Commerce is a massive growth opportunity for our business and the industry-at-large,” said Steve King, Chief Executive Officer, Publicis Media. “Ali’s deep expertise and experience guiding commerce strategy and capabilities for key agencies and their clients will help us effectively lead and manage the intersection of media and commerce to maximize brand sales online and across marketplaces.”

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About Publicis Media:

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, PublicisMedia is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.