

Publicis Media's Data, Technology and Innovation Practice Bolsters with Senior Hires & Appointments

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In an investment in senior talent, Publicis Media's Data, Technology and Innovation (DTI) practice has made five key senior hires and appointment.

Marc Langenfeld joins as the Programmatic Strategy Lead (previously Amnet), Janet Leung as Director of Product (previously Amobee), Nicole Watson as Director of Strategy (previously Xaxis), and Jiyoun Yoon as Director of Data & Technology APAC (previously Eyeota).

Joelle Siew who had been with the team for 4 years, has been promoted to Director of Activation from her previous role as Senior Account Manager.

The newly created roles are in response to the rapidly evolving ecosystem of technology, platforms and data and recognise the need for for talent from diverse backgrounds to drive innovation, strategic thinking and operational execution.

"Senior talent investment drives multi-dimensional products forward. We recognise the importance of data and technology in the delivery of media solutions to power our brands like Starcom, Zenith, Mediavest | Spark, Blue 449 and Performics, and to provide quality assurances that marketers rightfully demand," said Jonathan Mackenzie, Head of Data, Technology and Innovation, Publicis Media Asia Pacific.

All five leads will report into Mackenzie.

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, Publicis Media is comprised of five global brands, Starcom, Zenith, Mediavest | Spark, 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 17,500 employees worldwide.