

Leo Burnett names Mirna Espósito General Manager Venezuela

The arrival of Espósito to Leo Burnett Venezuela aims to strengthen the sustained growth of the agency, as well as support its products and services

Venezuela – 6 September, 2017- Leo Burnett Venezuela recently announced that Mirna Espósito Bahachille has joined the company as its new General Manager. With almost 30 years of experience in the advertising industry, Espósito will take on this new challenge effective immediately. Espósito will report to Antonio Bettencourt, CEO of Publicis One Venezuela and Ecuador. Publicis One is the global communications enterprise that brings together all of Publicis Groupe agencies and capabilities under one roof across 55 markets including Venezuela.

Mirna Espósito will lead a team of professionals and will have within her responsibilities the mission of working together with all brand managers, strategically planning and organizing day to day activities in all of the different areas of the agency. In addition, she will lead all marketing, as well client relationship management and new business opportunities.

"Having Mirna's experience on our team will allow us to further strengthen our philosophy of innovating and leading change, which for us is paramount, as it is a constant commitment to think of new and creative strategies. I am fully confident that her extensive experience, knowledge and leadership will help us grow the agency and improve our structure, especially in our changing and challenging Venezuelan scenario." said Bettencourt.

Recently, Mirna Espósito served in several leadership positions in other companies, handling important accounts in the auto, food, banking, insurance, personal care and telecommunications industry amongst others.



"I assume this position with excellent expectations and with the mission of building upon the past and present efforts of many people dedicated to this important segment of our business," said Espósito.

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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, Spark Foundry, Blue 449), Publicis.Sapient (SapientRazorfish, DigitasLBi, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 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. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).

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