

## Publicis Groupe announces further leadership appointments in North Asia

**September 04, 2019 – Singapore** – Further to the formation of its North Asia region, Publicis Groupe announces today a number of leadership appointments and adjustments:

Katie Xie will join as Chief Talent Officer North Asia to lead the HR and Talent organization of five markets in the region, starting end of September. She will join from Walt Disney Company, where she recently served as HR Executive Director for Disney North Asia region across all lines of business including Consumer Products, Studio, Digital, Media, Gaming, Publishing, Disney English and Disney Store.

“The talent function is mission-critical to the success of our business, and we want to invite talents with a growth mindset from diverse backgrounds to join us. Katie comes with a wealth of 20+ years’ experience in growing cross-cultural teams, building organization capability, business transformation and facilitating talent centric development. I look forward to working with Katie and the North Asia leadership team to build a workplace with an inclusive, innovative and high-performance culture” said Jane Lin-Baden, Managing Partner of Publicis Groupe APAC and CEO of North Asia.

Andy Ho joins as Global Client Partner of Publicis Groupe China. He brings 22 years of experience in automotive, FMCG, and technology, through leadership positions in various agencies, including Group Strategist, Integration & Innovation of Dentsu Aegis China, Key Client President of Beijing Dentsu, as well as MD of McGarryBowen China. “Andy will focus on driving the growth of integrated global clients in Publicis Groupe China” said Jane Lin-Baden.

In addition to the new key hires above, Publicis Groupe North Asia is making two leadership adjustments:

Bertilla Teo, co-CEO of Publicis Groupe Greater China, has decided to take a sabbatical leave to focus on her newborns. Under her helm, Publicis Media Greater China has recorded numerous game-changing wins and she has driven the strategic direction around the convergence of data, technology and creativity.

“We are very grateful to Bertilla for her leadership and contribution over the last 10 years,” said Jane Lin-Baden. “During this time, she has built a solid media team, accelerating our capabilities and strengthening relationships with clients and partners. I am very happy for Bertilla and her family and I look forward to welcoming her back to the group after her sabbatical.” Bertilla’s new role will be announced in due time.



Irene Chang, Managing Director of Publicis Media Taiwan, is promoted to CEO of Publicis Media Taiwan. “Irene has been leading the team, winning key accounts including FarEastTone, McDonald’s, Estee Lauder Group and Pernod Ricard Group. She has done an amazing job in building an outperforming business in a challenging market for the last three years and she fully deserves the recognition.” Jane Lin-Baden said.

Katie, Andy, Irene and the Publicis Media Greater China leadership team will report to Jane Lin-Baden.

### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of data, creativity, media and technology, uniquely positioned to deliver personalized experience at scale. Publicis Groupe offers its clients a seamless end-to-end service to address all their marketing and transformation challenges. Publicis Groupe is organized across Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Performics, Digitas), Publicis Sapient and Publicis Health. Epsilon, the data-driven marketing and tech company and its platform Conversant, is positioned at the center of the group fueling all the group’s operations. Present in over 100 countries, Publicis Groupe employs nearly 84,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | [Twitter: @PublicisGroupe](https://twitter.com/PublicisGroupe) | [Facebook](https://facebook.com/publicisgroupe) | [LinkedIn](https://linkedin.com/company/publicisgroupe) | [YouTube](https://youtube.com/publicisgroupe) | *Viva la Difference!*

### Contacts

#### Publicis Groupe

Delphine Stricker  
Alessandra Girolami  
Chi-Chung Lo

|                          |                       |
|--------------------------|-----------------------|
| Corporate Communications | + 33 (0)6 38 81 40 00 |
| Investor Relations       | + 33 (0)1 44 43 77 88 |
| Investor Relations       | + 33 (0)1 44 43 66 69 |

[delphine.stricker@publicisgroupe.com](mailto:delphine.stricker@publicisgroupe.com)  
[alessandra.girolami@publicisgroupe.com](mailto:alessandra.girolami@publicisgroupe.com)  
[chi-chung.lo@publicisgroupe.com](mailto:chi-chung.lo@publicisgroupe.com)