

Publicis Groupe appoints Jane Lin-Baden to its Management Committee

Publicis Groupe, January 26 2022 – Paris – Publicis Groupe today announced the appointment of Jane Lin-Baden to its global Management Committee, effective immediately. Jane first joined Publicis Groupe three years ago, and serves as Managing Partner, Asia-Pacific and Chief Executive Officer, Publicis Groupe North Asia, based in Shanghai.

Arthur Sadoun, Chairman and CEO of Publicis Groupe, said: “I’m delighted to welcome Jane to the Management Committee. She is a truly exceptional leader, with a deep knowledge of the kind of innovative models, products and services our clients need to grow and thrive in one of the world’s most dynamic regions.”

Loris Nold, CEO of Publicis Groupe APAC & MEA said : “Jane’s appointment is fantastic news for our region and for all our talents. Partnering with her in the past 3 years has been a rewarding experience and I couldn’t think of anyone more deserving to be representing our region at global level. I am truly grateful for Arthur’s decision as it is in many ways a recognition of the increasing role that Asia-Pacific is playing, both for our clients and for our talents. I know that everyone in the region will be very proud.”

Commenting on her appointment, Jane Lin-Baden, Managing Partner APAC and CEO Publicis Groupe North Asia said: “ It’s a great honor to represent and increase the region’s voice at the global Management Committee of Publicis Groupe. This step is a huge encouragement to our Asian talents and a recognition of the North Asia Region’s contribution to our global success. I am grateful to Arthur for placing his confidence in me to bring the perspective of the region’s strategic growth markets to the table. Drawing on my experience in startups and large corporations I look forward to representing our clients’ ambitions and challenges in Asia as the Management Committee sets the agenda for the future.”

About Jane Lin-Baden

Before joining Publicis Groupe, Jane was Asia Pacific CEO at Isobar, where she oversaw 12 markets, after leading China since 2013. She has two decades of experience in founding technology start-ups and growing strong digital businesses. She was named China’s Top 50 Business Innovators by CBN Weekly and Women to Watch by Ad Age; she is a Wharton Business School alumnus and fellow of Aspen Global Leadership Network. With experience of living on three continents, she is passionate about driving diversity and business with a cause.



About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 85,000 professionals.

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