

# SCOTT HAGEDORN TO JOIN PUBLICIS GROUPE AS GLOBAL CHIEF SOLUTIONS ARCHITECT

*Former CEO of Omnicom Media Group North America joins Publicis  
to build solutions that accelerate client growth; Samantha Levine Archer also joins  
from OMG in US-focused solutions remit*

**Paris – May 24, 2022 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announces the hiring of Scott Hagedorn as Global Chief Solutions Architect. Reporting directly to Arthur Sadoun, CEO and Chairman of Publicis Groupe, Hagedorn will also join the holding company's U.S. ComEx leadership team.

In this newly-created global role, Hagedorn will design agile, go-to-market solutions that address complex marketplace challenges – bringing together the Groupe's unrivaled capabilities in data, creativity, media and technology in new ways to accelerate growth for clients. Hagedorn will also identify and drive new strategic capabilities, build centers of excellence fueling innovation, and serve as a strategic partner to client leaders globally as they guide growth solutions. Samantha Levine Archer, also formerly of Omnicom Media Group, joins Publicis in partnership with Hagedorn in a US-focused solutions role.

"With our transformation behind us thanks to future-proofing acquisitions like Epsilon and Sapient, now it's about architecting solutions using all our assets across creative, media, data and technology" said Sadoun. "We are thrilled to welcome Scott as our Chief Solutions Architect. His proven creator mindset and mastery in harnessing data and technology will undoubtedly help drive success for all of our clients and their businesses during these dynamic times."

Prior to joining Publicis, Hagedorn was CEO of Omnicom Media Group (OMG), North America, where he oversaw all of Omnicom's media operations including OMD, PHD, Hearts & Science, Resolution and Jump450. Previously, he was founder and CEO of OMG's Hearts & Science, a data-driven marketing agency exploring new ways to measure attention and behavior. Under his leadership, Hearts & Science launched a platform-oriented approach to media that landed two of the largest U.S. advertisers in its first eight months of operation – an accomplishment that earned Breakthrough Agency of the Year and Media Agency Executive of the Year accolades from Adweek.

Before launching Hearts & Science in 2016, Hagedorn was the architect of Annalect, a data technology platform supporting all OMG agencies worldwide. Since joining Omnicom more than a decade ago, he has held numerous leadership roles across its flagship agencies, including U.S. CEO of PHD, Managing Director of OMD and Chief Digital Officer of Rapp. A well-respected industry leader, Hagedorn has been named to the UF College of Journalism and Communications Hall of Fame, Campaign's 40 Over 40, Crain's 40 Under 40, Adweek Media All-Star and Ad Age Media Maven.

Like Hagedorn, Levine Archer has spent the past decade in various leadership roles at OMG agencies, most recently serving as Chief Transformation Officer, North America. Previously, she held client technology & solutions and agency product roles at Hearts & Science, after spending nearly



five years at Annalect. Alongside Hagedorn's global remit, Levine Archer will bring her focus to Publicis Groupe's US business and clients.

"My approach has always fused current client needs with intuition of where the market is headed, creating the right solutions to help brands win now and in the future," said Hagedorn. "I look forward to joining the Publicis team and am excited to help bring together the best of its existing capabilities and find new areas of growth for its clients."

### 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 90,000 professionals.

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