

## Publicis Groupe further reinforces global teams with additional leadership appointments

**September, 15, 2022 – Paris** – Following the renewal of Arthur Sadoun's mandate as Chairman and CEO of Publicis Groupe, and the nomination of a new management body, the Directoire+, **Publicis Groupe [Euronext Paris FR0000130577, CAC 40]**, today announces additional leadership appointments to further reinforce its global teams.

**Jane Lin-Baden**, currently CEO Publicis Groupe North Asia, is named **CEO for the Asia Pacific (APAC) region**, adding oversight of South Asia, Australia/ New Zealand and South-East Asia to her responsibilities. As a member of the Management Committee, Jane will report directly to Arthur Sadoun.

**Loris Nold**, previously CEO Publicis Groupe APAC/MEA, is appointed to the newly created role of **CEO for Europe, Middle East and Africa (EMEA)**. He will oversee all European operations and markets while continuing to supervise the Middle East and Africa, and continue to report directly to Arthur Sadoun.

**Monica Gadsby**, CEO Publicis Groupe Latin America, will **add oversight of the group's activities in Brazil** to her responsibilities, reporting to Tim Jones.

Jane, Loris and Monica will work in close partnership with the local leaders in their respective regions, who will report directly to them, to further strengthen the group's county-led model, and leverage its unique capabilities in data, creative, media and technology, at the service of our clients.

**Talia Raviv**, CEO of PMX, expands her remit to **oversee the Groupe's global media operations**. Talia will develop PMX to become Publicis' overarching media platform globally and in close partnership with our country CEOs will bring a product-first mindset across media strategy and operations. Talia will report directly to Dave Penski, member of the Directoire+.

**Amy Hadfield**, currently Chief of Staff to Arthur Sadoun, is named **Director of Global Communications**, responsible for the Groupe's brand, and external and internal communications around the world. Amy becomes a member of the Management Committee.

"With the Directoire+ I'd like to congratulate Jane, Loris, Talia, Amy and Monica on their new roles. Every one of them has been at the heart of Publicis' transformation with us over the past five years, and will continue to work with all of our managers and teams across the group as we further accelerate to lead the change in our industry" said **Arthur Sadoun, Chairman and CEO of Publicis Groupe**.

**Jane Lin-Baden, CEO for the Asia Pacific (APAC) region**



*Jane brings over 22 years of management experience in digital and technology, with international and large Asian brands. Jane joined Publicis Groupe in November 2018; her leadership has been recognised with achievements including: Ad Age's Women to Watch, CBN Weekly's Top 50 Business Innovators award and China 4A's Fastest Growing Agency CEO of the Year. She holds an MBA degree from The Wharton Business School and an MA in the History of Contemporary Art from the University of London. She is also a fellow of the Aspen Global Leadership Network, Aspen Institute, USA.*

#### **Loris Nold, CEO for Europe, Middle East and Africa (EMEA)**



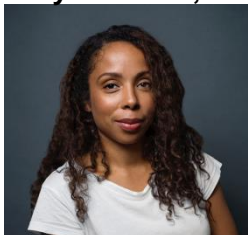
*Loris joined Publicis Groupe in 2003. Initially based in Paris, he started as Vice-President, focusing on Mergers & Acquisitions and a number of strategic initiatives. In 2017, he was appointed CEO of Publicis Groupe, APAC & MEA. He oversaw all of Publicis Groupe's operations across the Asia Pacific, Middle East and Africa markets, building transformational Power of One solutions across creative, media, technology, data and health. Loris has driven greater integration across Publicis Groupe's capabilities, strengthened the Groupe's ambition by developing its activities further in the region, and transformed its relationship with existing clients. Loris sits on the Management Committee of Publicis Groupe.*

#### **Talia Raviv, CEO of PMX**



*Talia has had a long and diversified tenure at Publicis Media, having joined the company in 2004 as a Verizon FiOS outdoor media buyer for Zenith. She subsequently rose through the ranks in roles spanning out-of-home, newspaper, TV, digital, programmatic, search, comms planning and trading groups. She further broadened her global responsibilities when she launched APEX Exchange in the US, Mexico, Canada, UK and 16 global markets. Prior to her current role as Global CEO Publicis Media Exchange (PMX), Talia was the Global CEO of APEX, a division of PMX.*

#### **Amy Hadfield, Director of Global Communications**



*Amy started her career at flagship creative agency – Publicis Worldwide – back in 2014 within Public Relations. Her duties expanded in 2015 to running key global projects across all creative agencies at Publicis (under Publicis Communications). Most recently, since 2019, she held the role of Chief of Staff to the Global CEO and Chairman of Publicis Groupe. Over the past years, Amy has been integral to Publicis Groupe's transformation, bringing dynamic and inclusive leadership, to create successful initiatives for key stakeholders including clients, talent, press and the financial community. Amy graduated from Oxford University and Sciences Po Paris.*



## Monica Gadsby, CEO Publicis Groupe Latin America



*Monica oversees all Publicis offerings across the Latin America region, under a single P&L, delivering transformation through modular solutions that put clients at the centre and enable access to all Groupe services through the Power Of One. Her leadership has resulted in double-digit yearly growth, ranking # 1 in growth in Latin America (Convergence). Leading with empathy and inclusion, Monica currently oversees a diverse team of more than 3,500. She led a double-digit increase in recruitment of specialised talent across all facets of the business and last year, launched #SOMOSLATAM, a diversity and inclusion initiative across the region. Monica achieved young pioneer status as the founder of the largest multicultural agency in the U.S., Tapestry. As a Brazilian native, with 35 years of industry experience, her successes have led to numerous recognitions over the years including 2016 Broadcasting & Cable Hall of Fame Inductee| 2014 Folio Magazine Top Women in Media and 2013 People en Espanol's 50 Most Powerful Women.*

## 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 96,000 professionals.

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