

## Amy Armstrong joins Publicis Groupe as Chief Revenue Officer

**19<sup>th</sup> December, 2024 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announces the appointment of Amy Armstrong as its Chief Revenue Officer.

From March 1<sup>st</sup>, Armstrong will be responsible for connecting the sales organizations across the Connected Media businesses including Epsilon, Publicis Media, PMX and the company's Commerce and Digital Experience agencies, to drive growth for the Groupe's clients. Based in New York, Amy will report to Dave Penski, (member of the Groupe's executive committee, formerly Directoire+) and will join both the global and U.S. Management Committees.

Amy will be focused on refining and reinforcing the go-to-market strategy of the Connected Media entities by leveraging the Groupe's paid, earned, shared and owned media ecosystem, fuelled by data. As well as uniting the internal sales and marketing teams across those businesses, she will work hand in hand with their leaders to build and implement new processes and commercial models that deliver increased value and transparency for our clients.

Amy was most recently of Director of Global Customer Development at Amazon Ads. Prior to that she was CEO of IPG Mediabrand's Initiative. Amy brings a wealth of experience in driving innovative digital media solutions for some of the world's biggest brands and agencies.

Dave Penski, CEO Connected Media, commented: "At a time when at Publicis we are looking to build the future of outcomes-based marketing to help our clients grow in an increasingly fragmented media landscape, we couldn't be happier to have Amy join the team.

Her leadership, drive and unrivalled knowledge of the global media, commerce and marketing landscape will be invaluable as we accelerate even further on connecting paid, owned and shared media in a single platform, powered by best-in-class data."

"Throughout my career, I've consistently gravitated towards pioneering challenges that push the boundaries of what's achievable in our industry. Joining Publicis marks an exciting new chapter, and I'm thrilled to be part of a team that is not only at the forefront of industry transformation but also firmly rooted in a people-first, technology-driven approach.

I eagerly anticipate collaborating with exceptional talent and partners to navigate and shape the evolving marketing landscape. Together, we'll leverage our collective expertise and technological capabilities to forge innovative pathways, connecting brands with consumers in inspiring, impactful ways that drive tangible business outcomes."



Arthur Sadoun, CEO Publicis Groupe : “At a moment when everyone is focusing on data, technology and AI, we should never forget that we are first and foremost a people business. So our number one priority will always be to retain and attract the best talent. That’s why we are so thrilled to welcome Amy onboard. She is globally recognized for her ability to drive results for clients by developing and leveraging cutting-edge solutions. She is also a leader who will further unite our teams through the Power of One”.



Amy Armstrong

#### 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 103,000 professionals.

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