

## Publicis One Names Flor Carvallo CEO in Panama

**Panama: July 24, 2017** – Flor Carvallo has been appointed CEO of Publicis One in Panama. In her new role, Carvallo has been tasked to further drive the integration of Publicis One Panama as well as create unique and tailor-made solutions for clients. A native of Panama, Carvallo brings to the Publicis One leadership team over 20 years of experience in marketing and communications as well as strategic knowledge of working with multinational companies locally and regionally.

Carvallo began her career with Swift and Nestlé in Panama, where she gained a profound understanding of consumers and developed unique and innovative solutions in the market. She then began a long stretch specializing in financial marketing with companies including BAC Credomatic and MasterCard. While in the financial industry, she developed strategic campaigns that reinforced the brand positioning and increased their market share. She is best known for being a pioneer in experiential marketing strategies, generating "engagement" between brands and end users, while obtaining extraordinary results in reaching new clients in the region.

Most recently, Carvallo worked across London and Latin America, leading the marketing efforts for the Panama Pacifico project. In this role, she is responsible for positioning the best that Panama has to offer for outside investors where she gained a further understanding of the advantages that make this country unique, interesting and a global logistics hub for investment.

Carvallo, who is also known for her ability to inspire her teams and drive strategic innovation, completed her Bachelor's Degree in Business in the United States and earned her MBA in Panama.

"Panama is a country rich with many opportunities and that is why we are so excited to have such an exemplary leader like Carvallo. Carvallo will promote the integration of our talent teams in Panama and create unique and tailor-made solutions for each of our clients. Carvallo represents the true spirit of Power of One, and we are confident that she will bring a new perspective and help us continue to drive leadership with our clients locally," said Monica Gadsby, CEO, Publicis One Latin America.

"I am very excited about joining Publicis One. It represents a new challenge in my career, and I am very motivated to be part of an innovative multinational that offers a robust range of strategic and creative solutions," said Flor Carvallo, CEO, Publicis One Panama.

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### **About Publicis One**

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (DigitasLBi, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).