

THE GROUPE STRATEGIC LEADERSHIP TEAM

Members of the Management Board



Maurice Lévy

Chairman & CEO Publicis Groupe; Chairman of the Management Board, President of the P12 Executive Committee

Maurice Lévy is widely recognized as one of the leading figures in the communications industry. He joined Publicis in 1971 in charge of IT, and very quickly moved into the heart of the agency's business. In 1975 he was appointed President of Publicis Conseil and took personal responsibility for the international development of Publicis from the early 1980s. Maurice Lévy became Chairman and CEO of Publicis Groupe in 1987.



Jack Klues

CEO, VivaKi; Member of the Management Board and of the P12

Jack Klues applies his experience as a leading architect of consumer contact strategy and media buying to his role as CEO of VivaKi. Klues represents Publicis Groupe's media operations and its two largest digital agency networks as a member of the Groupe's Executive Committee (the P12) and Management Board (the Directoire).



Jean-Yves Naouri

Chief Operating Officer, Publicis Groupe; Member of the Management Board and of the P12

Jean-Yves Naouri joined Publicis Groupe in 1993 to create Publicis Consultants. He is now Executive Chairman of Publicis Worldwide and oversees PHCG, Rosetta and the Groupe's Production Platforms. He also pilots the Shared Service Centers and a number of additional services, including IT, Procurement, Insurance and Real Estate.



Jean-Michel Etienne

Executive Vice President - CFO; Member of the Management Board and of the P12

Jean-Michel Etienne joined Publicis Groupe in September 2000 as Chief Financial Officer. He worked closely on the acquisitions of Saatchi & Saatchi and Bcom3, which propelled Publicis Groupe to become the third largest communications group worldwide. In 2006 he was appointed Executive Vice President - CFO, and in 2010 he was named to the Publicis Groupe Management Board.



Kevin Roberts

CEO Worldwide, Saatchi & Saatchi; Member of the Management Board and of the P12

Kevin Roberts has been CEO Worldwide of Saatchi & Saatchi since 1997. He is the author of the groundbreaking marketing book *Lovemarks: the Future Beyond Brands* which has been published in 18 languages and which has shaped the creative output of Saatchi & Saatchi. Kevin is Honorary Professor of Innovation and Creativity at the University of Auckland, New Zealand, and of Creative Leadership at Lancaster University, UK.



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Tom Bernardin

Chairman & CEO, Leo Burnett Worldwide, Member of the P12

Tom Bernardin is Chairman and CEO of Leo Burnett Worldwide, comprising the Leo Burnett brand agency and its marketing partner Arc Worldwide. Previously Bernardin was Chief Executive Officer of Lowe New York, the flagship office of Lowe Worldwide. He was also President and Chief Executive Officer of Bozell, which during his tenure grew at an unprecedented pace and reached new creative heights.



Mathias Emmerich

Senior Vice President, Publicis Groupe, Member of the P12

In 1999, Mathias Emmerich joined the SNCF Group, and was appointed CEO of Voyages-sncf.com in 2004. In 2007 he became Deputy CEO of the Freight Division. He joined Publicis Groupe in 2009 as Senior Vice President and General Secretary. He is in charge of Internal Audit, Human Resources (Groupe), Communication and Sustainable Development.



Steve King

CEO Worldwide, ZenithOptimedia, Member of the P12

Following a Business Degree in London, Steve King became a founding Director at the launch of Zenith UK in 1986. After being appointed Managing Director, he moved to New York in 1994, where he served as General Manager and CEO of Zenith Media USA. He returned to Europe to become CEO Zenith EMEA in 1997. In 2001 he became CEO EMEA of the newly formed ZenithOptimedia, and subsequently became Global CEO of ZenithOptimedia in 2004.



Laura Desmond

CEO, Starcom MediaVest Group, Member of the P12

Laura Desmond runs the largest media network in the world, with over 7,000 employees, 110 offices and over \$31 billion in client marketing investments. SMG has earned more honors for its work and talent than any other media network in the world, including nearly 250 creative, media and Agency of the Year distinctions in 2011 alone. Laura has been awarded multiple accolades as a global media-industry leader.



Olivier Fleurot

CEO, MSLGROUP, Member of the P12

From 1999 to 2006 Olivier Fleurot was with the Financial Times Group in London, first as Managing Director of the newspaper, then as CEO of the FT Group. He joined Publicis Groupe in 2006 as Executive Chairman of Publicis Worldwide. Since the summer of 2009 he has been the CEO of MSLGROUP, the strategic communications, PR and events network, which includes the ex-network MS&L, Publicis Consultants, Publicis Events networks as well as other strategic communication consultancies.



Bob Lord

Global CEO, Razorfish, Member of the P12

Bob Lord oversees global operations at Razorfish, and represents Razorfish, Digitas, Denuo, Big Fuel and Phonevalley on the VivaKi Board of Directors. Lord joined the agency in 2000 and was named CEO in 2009. Before joining Razorfish, Bob served as the COO and executive vice president of Prism Rehab Systems. A member of the Advertising Research Foundation's Board of Directors, he is also an active member of the TED organization.



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Other Members



Nick Colucci

President & CEO, Publicis Healthcare Communications Group

Nick leads Publicis Healthcare Communications Group, the largest healthcare communications network in the world, with 53 offices and nearly 5,000 employees working in 11 countries. PHCG manages top-tier health and wellness agencies promoting innovative solutions in advertising, medical communications, message delivery, digital, market access, insights, and medical and scientific affairs.



Vaughn Emsley

CEO, P&G2 (squared)

Vaughan leads P&G2, the entity responsible for Publicis Groupe's Procter & Gamble business. Educated at Cambridge, where he read history, Vaughan is a 25-year veteran of the agency. He has lived and worked in Asia, Europe and the United States and has specialized in international accounts since the early 1990s. Today, the Procter & Gamble account at Saatchi & Saatchi operates in every region. It is a leader for innovation in shopper marketing and interactive communication, as well as creative.



Curt Hecht

CEO, VivaKi

Curt is CEO of the Vivaki Nerve Center, which is entirely focused on developing the next generation of technical platforms, to allow Publicis Groupe and its clients to migrate from analog processes and scale their digital marketing efforts as both media channel and consumer become digital. Curt is also the Groupe's primary liaison to digital media companies such as Facebook, Google, Microsoft and Twitter, creating innovative, open and scalable platforms such as Audience on Demand and The Pool.



Charlotte Duthoo

Chief Procurement Officer, Publicis Groupe

Charlotte Duthoo became Chief Procurement Officer of Publicis Groupe in early 2007, after five years of management consulting with McKinsey & Company. In the late 1990s she had been a specialist in corporate communications with Publicis Consultants. A graduate from the Institute of Political Studies of Paris and of the ESSEC business school, she holds a Masters in Law.



Susan Gianinno

Chairman & CEO, Publicis Worldwide in the USA

Susan Gianinno joined Publicis Groupe in 2003 as Chairman and CEO of Publicis Worldwide in the USA. Previously, Susan was Chairman and President of D'Arcy; CEO at J. Walter Thompson New York; and Managing Director of Global Accounts at BBDO. Susan was the first woman to serve on the Board of Directors at four of the largest agencies in the world.



Chris Kuenne

Chairman & Chief Executive Officer, Rosetta

Chris Kuenne began his career at Johnson & Johnson and subsequently moved to First Manhattan Consulting Group before founding Rosetta in 1998. Throughout his 25-year marketing career, he has been focused on driving more effective marketing through the discovery and deployment of scalable consumer insights.



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Robert Senior

CEO, Saatchi & Saatchi EMEA and Saatchi & Saatchi Fallon Group

Robert Senior joined Saatchi & Saatchi in 2007 as UK CEO of SSF. He was appointed Chairman of the Worldwide Creative Board in 2010 and CEO of Saatchi & Saatchi EMEA in 2011. He founded Fallon London in 1998 with four partners and grew the business into a 190-strong, multi-award-winning agency.



Rich Stoddart

President, Leo Burnett North America

Rich Stoddart oversees Leo Burnett North America. Under his leadership, Leo Burnett and Arc, the agency's marketing-services arm, have come together to deliver seamless, cross-platform ideas to meet complex client needs. Rich has restored agency growth by strengthening the leadership team, delivering unparalleled ROI for clients and driving growth and innovation across all of the Leo Burnett Group's capabilities.



Arthur Sadoun

CEO, Publicis France

Arthur Sadoun joined Publicis Groupe in December 2006 as CEO of Publicis Conseil, and in 2009 he was appointed CEO of Publicis France. Since April 2011 he has been Director General of Publicis Worldwide. He oversees Western Europe, as well as all worldwide strategic planning and creative.

