

PUBLICIS ONE LATIN AMERICA NAMES JORGE ROCHA HEAD OF PERFORMICS LATIN AMERICA

Miami, FL April 6, 2017 After almost 6 years of joining Publicis Groupe first in Mexico and then in the Regional Headquarters in Miami, Rocha was named “Performance Practice Lead” for Performics Latin America. Rocha has been in the industry for the past 8 years, and most recently he was Digital Director/Mobile Lead at Pulicis One Miami. Prior to that, Rocha was Digital Director for Coca Cola at Starcom Mediavest Group. In his new role, he will be responsible for expanding Performics in Latin America and creating personalized, dynamic and targeted solutions, harnessing billions of digital data points to optimize relentlessly for our clients.

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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 (SapientNitro, DigitasLBI, Razorfish, 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](#) .