

Publicis Healthcare Communications Group Appoints Kipp Jarecke-Cheng as Global Chief Communications Officer

Jarecke-Cheng will oversee communications across PHCG network agencies

NEW YORK, April 26, 2016 -- Kipp Jarecke-Cheng has been named Chief Communications Officer for Publicis Healthcare Communications Group (PHCG), the world's largest health-oriented communications network. In this new role, Jarecke-Cheng will lead communications across the network's 15 agencies, including Digitas Health LifeBrands, Langland, Publicis Health Media, Publicis Touchpoint Solutions, and Saatchi & Saatchi Wellness. Jarecke-Cheng will report to Nick Colucci, CEO, PHCG, and sit on the Executive and Operations Committees.

A digital marketing communications veteran, Jarecke-Cheng brings more than 20 years of experience to PHCG. Most recently he served as director of marketing at FOUR32C, an independent digital design studio in New York. Prior to that, he was director of global public relations and communications at Nurun, a digital design consultancy that was acquired by Publicis Groupe in 2014.

"Kipp's diverse background in human-centered design, digital platforms, and strategic communications is well aligned to the direction and future of the group," said Nick Colucci, CEO, PHCG. "I am excited to have him join PHCG's executive management team."

"Health communications is rooted in collaboration to create purpose-driven behavior change. I am thrilled to join PHCG, one of the organizations at the forefront of health innovation and creativity that every day delivers meaningful solutions for its clients," said Jarecke-Cheng.

Previous industry experience includes service as group director of global communications at G2 Worldwide (now Geometry Global) and senior vice president of corporate communications at the American Association of Advertising Agencies.

Jarecke-Cheng started his career in magazine publishing, covering business, media, and technology at *Entertainment Weekly*, *Adweek*, and *DiversityInc*. He is a graduate of Northwestern University and Columbia University School of the Arts. He is also a board member of ThirdPath Institute, a think tank dedicated to providing education, services, and support to help executives design a more integrated approach to work and life.



About Publicis Health

Publicis Health is the largest health-oriented agency network in the world. A division of Publicis Groupe, Publicis Health manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access and medical communications.

Publicis Health is dedicated to creating experiences that compel action, change lives and amplify business outcomes. With more than 6,000 employees, Publicis Health manages 15 agency brands through 60 offices located in 10 countries. Publicis Health's brands are Saatchi & Saatchi Wellness, Digitas Health LifeBrands, Publicis Life Brands, Razorfish Health, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, Maxcess, Verilogue, Langland, PDI, Real Science Communications and Tardis Medical Consultancy.

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