

Marta Ruiz-Cuevas appointed Publicis Groupe Iberia CEO, expanding upon Publicis Groupe Mexico CEO remit

- Ruiz-Cuevas brings two decades of experience, spanning Spain, Mexico & U.S., to the dual post
- Fernando Rodriguez and Xabier Olazabal appointed Publicis Groupe Spain Co-Chairmen
- Advances Publicis' country model and Power of One + bidirectional market capabilities, collaboration

September 22, 2020 - Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced the appointment of Marta Ruiz-Cuevas as Publicis Groupe Iberia (Spain and Portugal) CEO, expanding upon her continued Publicis Groupe Mexico CEO remit. In addition, Fernando Rodriguez, Publicis Media Spain CEO, and Xabier Olazabal, Publicis Communications Spain CEO, are appointed to the new roles of Co-Chairmen of Publicis Groupe Spain. All appointments are effective October 1. Anthony Gibson continues in his role as Publicis Groupe Portugal CEO.

With these leaders, the Groupe will further unlock the Power of One for clients in Spain and Portugal through its country model as well as leverage bidirectional learnings, capabilities and talent collaboration to benefit client businesses across markets.

Ruiz-Cuevas brings two decades of leadership experience spanning Spain, Mexico and the U.S., to the dual post. In her current role as Publicis Groupe Mexico CEO since 2018, Marta successfully implemented the Power of One model in the country, integrating data, creativity, media and technology at the service of clients and established the company as the leading communication group in the market, working with clients such as Heineken, P&G, Bimbo, Samsung, Citibanamex, Nestlé, Mercedes Visa, Mondelēz and others.

Prior, she served as Publicis Media Mexico CEO for three years driving significant client wins and COMvergence 2018 Global New Business Barometer recognition as #1 for new business in Mexico. These accomplishments follow a decade in leadership positions with Starcom Mediavest Group Spain in which she led the operations to accolades including Spain's Most Awarded Agency by *El Publicista* and Agency of the Year by *Anuncios*. Earlier, Ruiz-Cuevas spent much of her career in the U.S. as part of Starcom Mediavest Group's multicultural division.

As for Rodriguez and Olazabal, both are proven leaders who collaborated in delivering Publicis Groupe's Power of One vision in Spain through integration of capabilities as well as integration of talent into centralized, purpose-designed offices in Madrid and Barcelona. Rodriguez has overseen decades of media agency growth for the Groupe with a focus on future proofing media product including, most recently, the wins of Disney, LVMH, ONCE, Lactalis and GSK. Olazabal has helmed Publicis Spain's creative business for many years which has garnered tremendous awards success including *El Sol*, Cannes, Clio and *El Ojo*, as well as overseen recent new business wins including for P&G, Daimler and many iconic local assignments.

Ruiz-Cuevas reports to Gerry Boyle, Publicis Groupe Western Europe CEO, in her Iberia role and continues to report to Tim Jones, Publicis Media Americas CEO, in her Mexico remit. Rodriguez and Olazabal report to Ruiz-Cuevas.

"We are fortunate to have an incredibly strong and dynamic leader in Marta who brings expansive experience across markets, as well as a proven track record of driving future-ready capabilities, delivering for clients, and fostering talent collaboration. Together with the great breadth of Fernando's and Xabier's expertise in the market, we have a powerful leadership combination to advance the company and our clients forward," says Boyle.



"I'm excited to take on this expanded role, to work with the clients and talent across the Iberia and Mexico markets, and to unlock success together," says Ruiz-Cuevas.

Further, in Mexico, two leaders will take on expanded remits. Jordi Oliva is appointed Chief Integration Officer of Publicis Groupe México. With thirteen years of Publicis Groupe Mexico experience spanning management positions, Oliva most recently served as Zenith Mexico CEO, which saw significant growth under his leadership, including welcoming Disney, GSK, L'oréal, Red Bull, Luxottica, and Lexus to the agency's roster over the past months. Isabel Cerdeira, current Spark Mexico CEO who successfully launched the agency in the market three years ago and grew it into a top Mexico agency, will take on the dual role of Zenith and Spark Mexico CEO.

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 83,000 professionals.

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