



Sean Reardon Named CEO of Epsilon

IRVING, TX – OCTOBER 23, 2025 – Epsilon today announced the appointment of Sean Reardon as CEO. Reardon, who will fully assume the role by the end of the year, brings more than 25 years of data, ad tech and business transformation leadership. As CEO, Reardon steps into an integral role responsible for day-to-day operations and driving Epsilon's unmatched data and technology, including its robust identity resolution solutions, within Publicis Groupe's Connected Media ecosystem.

Having spent the past decade in CEO roles across the ad tech, media and marketing industries, Reardon is recognized across the industry for his vision, innovation and ability to drive significant growth for the clients and organizations he leads. Notably, he served as Global CEO and US CEO of MiQ, which he helped bolster to become the world's largest independent programmatic media partner for brands and agencies. Most recently, Reardon was CEO of Media in the Americas for Dentsu. Prior to that, he dedicated more than 15 years of his career to leadership roles at Publicis, including CEO of Zenith in the US.

John Giuliani, Epsilon's Executive Chairman, will work alongside Reardon to drive Epsilon's growth, including its unique competitive advantage and differentiation for clients, while also focusing more fully on long-term strategic initiatives.

Reardon and Giuliani will report to Dave Penski, CEO, Publicis Connected Media. Reardon will also join the Publicis Groupe Management Committee.

Sean Reardon, CEO of Epsilon: *"Epsilon's impact in the industry has been undeniable, and its trajectory has only risen since joining Publicis Groupe in 2019. We sit at the forefront of innovation in applying data and technology to help clients create personal, meaningful customer relationships. I look forward to working with our teams to unlock Epsilon's full potential for our clients and for Publicis Groupe as a greater whole."*

John Giuliani, Executive Chairman of Epsilon: *"Sean brings a deep industry experience and sharp focus that will strengthen our commitment to our clients, our people and our performance. I look forward to partnering closely with him on key business priorities, while focusing more fully on long-term initiatives and strategic oversight, which was my aspiration when I re-joined Epsilon over four years ago."*

Dave Penski, CEO of Publicis Connected Media: *"In a market defined by complexity, we have never been in a stronger position to bring our clients the immediate business solutions they need to grow, anchored by the power of Epsilon's industry-leading identity solutions. Sean's rich understanding of the complexities of this business, alongside the opportunity found in bringing together data, digital, commerce and influencer capabilities within our Connected Media offering will only continue to drive growth, differentiation and powerful outcomes for our clients. I have no doubt the addition of Sean's leadership will only amplify Epsilon's current success."*

**About Epsilon**

Epsilon is a global technology, data and services company that the world's leading brands use to harmonize consumer engagement across their paid, owned and earned channels. The Epsilon PeopleCloud platform includes capabilities such as data, identity resolution, customer data platforms, clean rooms, digital media, retail media, site personalization, direct mail, loyalty, email marketing and measurement. By applying artificial intelligence against privacy-centric identity resolution—embedded in data-enriched analytic, marketing and media solutions and services—Epsilon allows marketers to bridge the divide between marketing and advertising technology, engaging consumers with 1 View, 1 Vision and 1 Voice. 1 View of their universe of potential buyers. 1 Vision for engaging each individual. 1 Voice to harmonize engagement across paid, owned and earned channels. For more information, visit www.epsilon.com.

Media Contact:

Josh Dysart
VP, Brand & Communications
Epsilon
312-810-7496
joshua.dysart@epsilon.com