

## Publicis Appoints New Marcel Leadership Team to Scale Agentic Growth Platform

*Scott Hagedorn named CEO and Sam Levine Archer named Chief Strategy Officer of Marcel*

**October 22, 2026 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announces the appointment of Scott Hagedorn as Chief Executive Officer and Sam Levine Archer as Chief Strategy Officer of Marcel, its agentic activation platform.

In these newly created roles, Scott and Sam will lead the expansion of Marcel and its portfolio of agentic growth solutions, combining Publicis' proprietary data, technology and expertise to help clients accelerate business growth.

Originally launched in 2017 as the industry's first AI platform connecting Publicis' people, knowledge and capabilities, Marcel has evolved into a key part of the Groupe's AI-powered marketing model.

Today, drawing on an expanding library of thousands of agentic skills developed by Publicis' 114,000 talents, Marcel combines the Groupe's proprietary data and technology with the collective intelligence and expertise of its people to create agentic solutions built around each client's business.

By connecting enterprise, consumer and marketing intelligence to action, Marcel moves beyond workflow automation; its agents and skills identify new opportunities, make smarter decisions and accelerate measurable business growth.

Over the past four years, Scott and Sam have played a central role in Publicis' data and AI transformation, serving as Chief Solutions Architect and Chief Solutions Officer respectively, and helping develop the products and services that differentiate the Groupe's offering and deliver measurable results for clients.

Building on this experience, and alongside their existing responsibilities, they will now expand Marcel's offering in areas including influencer and creator marketing, sports and culture, content intelligence, and AEO and GEO. Their focus will be on developing a new generation of agentic growth solutions that help clients reach and engage consumers in new ways, unlock new business opportunities and drive measurable growth.

To achieve this, they will draw on the combined capabilities of Publicis Sapient, Epsilon and Lotame to connect clients' enterprise, consumer and marketing intelligence with the ability to activate it across channels and platforms, delivering solutions that are tailored to each business while ensuring clients retain ownership and control of their data.



**Carla Serrano, Global CSO of Publicis Groupe commented:** “The next frontier of AI isn’t about making existing workflows faster. It’s about creating sources of growth that weren’t possible before. Today, Marcel brings together the unmatched data, technology and human talent of Publicis to build specialised agents, unlocking spaces beyond the reach of standalone AI platforms. Now, with Scott and Sam at the helm, we’re taking this further, developing a new generation of secure agentic growth solutions across dynamic marketing levers like social, influencer, LLM and earned, passion-points like sports and live experiences, and AI-powered discovery and commerce to unleash new opportunities for our clients and for Publicis.”

**Scott Hagedorn, CEO of Marcel added:** “Anyone can build an agent. What matters is what it knows, how it thinks and what it can deliver. Through Marcel, our people around the world are turning their expertise into agentic skills on behalf of their clients. Connected to our proprietary identity graph, these agents understand real consumers, not just data points. And because Marcel routes every task to the model best suited to do it, our clients are never tied to a single LLM. They always get the best of AI, grounded in intelligence that’s uniquely theirs.”

#### 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 114,000 professionals.

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