

Publicis Groupe appoints Jane Lin-Baden as Managing Partner Asia Pacific

October 23, 2018 – Singapore – Publicis Groupe today announced the appointment of Jane Lin-Baden as Managing Partner, Asia Pacific, Publicis Groupe.

In this newly created role, Lin-Baden’s responsibilities will include overseeing global clients, key strategic initiatives across talents and capabilities and a number of products and operations, including Digitas, Performics and Publicis Commerce, with a view to drive greater integration across Publicis Groupe in the region, working with country leadership teams and global practice leads. Based in Shanghai, Lin-Baden will report to Loris Nold, CEO, Asia Pacific, Middle East & Africa, Publicis Groupe.

“Jane joining us is terrific news for Publicis Groupe. She is a unique senior regional talent and a native Asian entrepreneur who operates at the leading edge of digital business. She brings years of experience with large P&L responsibilities as well as strategic leadership in the region. Jane is progressive, highly proven with a fantastic track record and I am really excited at the prospect of partnering with her.

Jane joins at a very important intersection in time for us. Our strategy relies on two very important pillars: a solution-led approach and a country-led approach. This to ensure that we can accelerate on our global game changers to deliver one to one consumer engagement at scale for our clients at country level. The Power of One has generated some great examples of collaboration in Asia Pacific, being such a critical, innovation driven region. With Jane, I am absolutely convinced that we can accelerate how we’ve transformed to truly put our clients at the center while bringing great opportunities to our talents.” said Loris Nold.

“Publicis Groupe’s ambitious vision, pragmatic approach and authentic focus on clients and people to reinvent and adapt itself is the reason why I joined. I believe in the value of agencies. At this pivotal time for our industry, and as Asia Pacific emerges as a global innovation hub, I am excited and humbled to partner with Loris and the team to create momentum from change,” said Jane Lin-Baden, Managing Partner, Publicis Groupe Asia Pacific.

Lin-Baden was previously Asia Pacific CEO at Isobar, where she oversaw 12 markets, after leading China since 2013. She has two decades of experience in founding technology start-ups and growing strong digital businesses.



Lin-Baden was named China's Top 50 Business Innovators by CBN Weekly and Women to Watch by Ad Age; she is a Wharton Business School alumnus and fellow of Aspen Global Leadership Network. With living experiences on three continents, Lin-Baden is passionate about driving diversity and business with a cause.

About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), **Publicis.Sapient** (SapientRazorfish & Sapient Consulting) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.
www.publicisgroupe.com | [Twitter:@PublicisGroupe](https://twitter.com/PublicisGroupe) | [Facebook](https://www.facebook.com/publicisgroupe) | [LinkedIn](https://www.linkedin.com/company/publicisgroupe) | [YouTube](https://www.youtube.com/user/publicisgroupe) | *Viva la Difference!*

Contact

Deepa Balji

Publicis Groupe APAC & MEA

Tel: +6564357144

deepa.balji@publicisgroupe.com