

Publicis Groupe Announces New Country Model Leadership Teams in North Asia for Japan and Korea

Publicis Groupe, 26th February 2020 – Publicis Groupe today announced the new country leadership appointments across Japan and Korea.

Effective immediately, Gareth Mulryan, formerly CEO Publicis Media Singapore is appointed as CEO Publicis Groupe Japan and will relocate from Singapore to Japan. Nicole Roe, former Managing Director of Leo Burnett Korea is promoted as CEO Publicis Groupe Korea. Both Gareth and Nicole will report to Jane Lin-Baden, Managing Partner APAC and CEO of North Asia of Publicis Groupe based in China.

Gareth joined Publicis Groupe 15 years ago and has contributed to the success of the Publicis Media operation since 2016, leading the team to achieve double-digit growth year-on-year. He has extensive management experience across full service digital, media and performance agencies, coming from leadership positions at Digitas, Zenith, Performics and Publicis Media.

Nicole Roe is a veteran with Publicis Groupe for over 10 years, with management experience in account services and strategic planning that grew key clients including McDonald's, P&G, Sanofi, Coca Cola and Volkswagen.

The Power of One under the Publicis Groupe's country model has provided significant collaboration and integrated offerings to key accounts in Korea and Japan, including McDonald, P&G, ABI, BMW, GSK, etc.

Jane Lin-Baden commented *"We are moving fast to transform our operation in North Asia. I am thrilled with the appointments of Gareth and Nicole on these two very important Groupe roles. We serve many sizable international accounts, with strong teams of nearly 700 talents providing services across creative, media, production and PR in Japan and Korea. Gareth and Nicole are respected leaders in our network and fully committed to client-centric operation model. Gareth and Nicole will focus on further expanding our offerings in responding to the rising demand for digital, performance marketing and commerce and digital business transformation services."*

Nicole says *"Out of ten top global brands in Korea, Publicis Groupe Korea is working for five: McDonald's, Coca Cola, Samsung, Disney and Mercedes Benz. We aim to be the best business partner to grow our client's business through meaningful creative and digital experiences, and contribute to the efficiency through media and scalable production"*



Gareth Mulryan commented: *“I am honoured to take on this new challenge where I will be dedicated to meeting the high expectations of both our clients and our team. Japan is a really exciting place to be right now and I look forward to learning from the Japanese culture whilst bringing my own experiences to drive growth for our business.”*

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 data, creativity, media and technology, uniquely positioned to deliver personalized experience at scale. Publicis Groupe offers its clients a seamless end-to-end service to address all their marketing and transformation challenges. Publicis Groupe is organized across Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Performics, Digitas), Publicis Sapient and Publicis Health. Epsilon, the data-driven marketing and tech company and its platform Conversant, is positioned at the center of the group fueling all the group's operations. Present in over 100 countries, Publicis Groupe employs nearly 84,000 professionals.

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