

## Publicis Groupe appoints Jay Askinasi as Chief Growth Officer, Publicis Groupe United States

**November 19, 2020** - Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] today announces the appointment of Jay Askinasi as Chief Growth Officer, Publicis Groupe United States.

Joining in December, Jay will have the responsibility of driving synergies between all Publicis Groupe assets in the US to deliver growth. He will report to Arthur Sadoun, CEO of Publicis Groupe, and joins the US Growth Comex.

In this newly created role, he will lead connectivity of the Groupe's data and tech solutions across creative, media and digital operations, in order to accelerate in the execution of the Groupe's transformation plan in the US.

His mission will be to foster the revenue generated in common across all Publicis Groupe business units. Jay will work on the productization and operationalization of the Groupe's common offers in key expertise areas: digital media across Epsilon Digital Media Solutions and Publicis Media, the Martech firepower between Epsilon tech platforms and Publicis Sapient, and data-driven creativity connecting the Groupe's advertising agencies with all the data of the Groupe. Working with all Publicis Groupe teams in the US, he will implement new processes and commercial models that deliver increased value and transparency to our clients and, at the same time, foster crossfertilisation for Publicis Groupe in the US.

Jay brings a strong pedigree of agency, data, technology and sales experience to the Groupe; having worked extensively in all media types and expertise, and from start-ups to multinational corporations. He was President of RUN, the ad-tech and data platform acquired by Publicis Groupe in 2014. Most recently, Jay was overseeing the go-to-market sales and strategy for AT&T's Advanced Advertising business, Xandr. In this role, he was responsible for all agency and partnership revenue across Advanced TV, Linear, Digital and Programmatic.

Arthur Sadoun, CEO of Publicis Groupe, declared: *"We are thrilled to welcome back Jay within the Groupe. Almost a year after the implementation of our country model there, our US operations are demonstrating the strongest resilience in organic growth within the industry, thanks to our unique model. With Jay's appointment, we are now accelerating on the execution of our roadmap to connect our best-in-class capabilities in data, creativity, media and technology to accelerate growth for our clients and ourselves."*

Jay Askinasi said: *"I couldn't be more excited to rejoin Publicis at this critical time for marketers, agencies and media companies. Lead by our world class talent, product and data assets, the Groupe is incredibly well positioned to drive growth for our clients and move the industry forward; it was an opportunity that I jumped at!"*



## 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 80,000 professionals.

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