

Marc Verschoor Appointed as Managing Director Zenith Netherlands

AMSTERDAM, 18/09/17

Cornelie Weller, Chief Media & Integration of Publicis One The Netherlands, announced the appointment of Marc Verschoor to the role of Managing Director, Zenith, effective immediately. Most recently, Verschoor was the Chief Operating Officer of Zenith.

Speaking about Verschoor's appointment, Weller said, "Over the past year, I have gotten to know Marc through his good work setting up and building a strong team, and charting a clear course for Zenith in the context of Publicis One. Other than being well-versed in digital and technology, Marc also has a single-minded focus on the clients and in ensuring their satisfaction of the work we deliver."

Prior to Zenith, Verschoor was the Chief Operating Officer at Platform161 and General Manager at 161MEDIA focusing on programmatic digital marketing and its related strategies.

Commenting on his promotion, Verschoor said, "I take on my new role as Zenith's managing director with great enthusiasm and ambition. Not only does Zenith have an established global network, the local talents and opportunities are especially strong. Additionally, as a part of Publicis One, we are able to offer direct access to disciplines that were previously difficult to connect. Over the past year, we have focused on strengthening the team, the structure and our brand positioning, in this order. It all begins with the people and the creation of the right team."

Verschoor shared that Zenith will also be announcing a number of new appointments in the days ahead. "Zenith's new sharpened ROI + positioning rooted in data and insights, has become very practical for business. With the further definition of Zenith's positioning, we will focus on improving our service to our existing clients. In time we will actively be



looking for new business with our methodology that is delivering significant added value,” added Verschoor.

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Contact:

Karen Lim | M: +33 6 20 26 75 73 | E: karen.lim@publicisone.com

About Zenith

Zenith is The ROI Agency. The first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, Zenith transforms businesses and brands through evidence-led thinking. Zenith is part of Publicis Media, one of four solution hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One. As a leading global media services network, Zenith has over 5,000 people working across 95 markets. Supported by Publicis Media’s Global Practices, Zenith offers its clients a full range of integrated skills across communications planning, value optimisation, performance media, content creation and data & analytics. We work with some of the world’s leading global brands including Aviva, Coty, Kering, Lactalis, L’Oréal, LVMH, Nestlé, Nomad Foods, Oracle, RB, SCA, Sanofi, Toyota and 21st Century Fox.

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe’s agency capabilities and expertise under one roof. Built with clients’ interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe’s four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 55 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe’s ambition to deliver on the value of “The Power of One” to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)