

## Göran af Klercker Appointed CEO of Publicis Media Sweden

**SWEDEN – 18<sup>th</sup> August, 2017** – Publicis Media today announces the appointment of Göran af Klercker as CEO of Publicis Media Sweden. Starting his new role on October 1<sup>st</sup>, Klercker will be tasked with driving growth for Publicis Media. He succeeds Jonas Dahlquist, who left the company earlier this year.

“Göran af is a highly experienced leader in our industry, and I look forward to working with him. He has a fabulous track record of driving transformation and digitisation in his previous roles at Carat, OMD, Mindshare, Starcom and as CEO of Aegis Media Sweden. I am now very pleased that he is back in the family,” says Leif Fredsted, Chairman and Nordic CEO of Publicis Media.

Klercker assumes his new role with an impeccable track record of driving transformation and digitization across organisations. With a career spanning over 20 years, he has previously held roles at companies including Carat, OMD, Mindshare and TV3 Sweden. In 2002 Klercker was appointed CEO of Aegis Media Sweden and was tasked with turning the agency around. During his eleven year tenure the agency increased market share from 17% to 24% and grew the employee base from 95 staff to more than 230. Most recently he founded a consultancy specialised in transforming organisations.

“I am really looking forward to my new role in continuing the development and growth of Publicis Media in Sweden and the Nordics. Publicis Media is highly committed to developing the company and is a frontrunner in media and communication planning, with best-in-class capabilities and some of the most talented people in the industry. I am excited to be joining this team,” says Göran af Klercker.

In addition to Klercker, Publicis Media Sweden’s management team will be comprised of Anna Hjalmarsson, MD Zenith; Liv Sandberg, MD Starcom; Johan Pettersson, Practice Lead Publicis Media; and Joakim Lundberg, CFO Publicis Media. Klercker will report to Leif Fredsted, Chairman of Publicis Media Sweden and Nordic CEO.

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#### **ABOUT PUBLICIS MEDIA**

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of five global brands, Starcom, Zenith, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 17,500 employees worldwide.