

Magnus Djaba Appointed Global Chief Client Officer of Publicis Groupe

Paris – Monday, November 15th, 2021 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced the promotion of Magnus Djaba to the role of Chief Client Officer.

In this newly created position, Djaba will be responsible for coordinating and ensuring seamless access to Publicis Groupe’s best-in-class capabilities in data, creativity, media and technology for all of its global clients. He will join the Publicis Groupe Management Committee and support the group’s client leaders in further implementing and executing across Publicis’ unique end-to-end model.

Djaba’s role as Chief Client Officer will also include responsibilities previously overseen by Ros King, EVP, Global Clients. After decades in the advertising business, King is stepping back to spend the next part of her career focused on leadership development and coaching.

Arthur Sadoun, Chairman and CEO of Publicis Groupe, said: “Magnus is an outstanding leader, with a deep understanding of our clients’ business needs. With our global client organisation, he will be instrumental as we go faster and deeper in delivering tailor-made solutions to our clients across marketing services and business transformation, to help them win in a platform world. I would like to warmly thank Ros for everything she has helped us achieve in the past years, and for everything she will continue to do as part of the Publicis family, having kindly agreed to play a vital role in developing and mentoring our next generation of leaders”.

Magnus Djaba, Chief Client Officer, Publicis Groupe, said: “The pandemic has in many ways accelerated the future on its journey towards us, and has undoubtedly increased the opportunities and responsibilities of businesses and brands in the platform world in which we operate. There’s no better time to partner with our clients to help them deliver on the possibilities that lie ahead. Our pledge is to help our clients win in a platform world – that’s what I’m here to do.”

About Magnus Djaba

In July 2020, Djaba was appointed to oversee Publicis Groupe UK’s creative agencies, Saatchi & Saatchi, Leo Burnett, Digitas, Publicis•Poke, PGOOne, Octopus Group and Turner Duckworth, reporting to Annette King. He helped steer the agencies through the pandemic and partnered with our clients to help them deliver unprecedented growth. Earlier this year, he led the Groupe’s acquisition and integration of Octopus Group. He was global president of Saatchi & Saatchi from 2017 after being promoted to CEO of Saatchi & Saatchi London in 2011. Prior to this, he was managing director of Fallon London. He is on the English Premier League Equality Panel. He’s chair of the MGGB, on the IPA Council and the Effies UK Board. He’s also an Apprentice Nation Mentor and Marketing Academy Mentor.



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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Contacts

Delphine Stricker	Corporate Communications	+ 33 (0)6 38 81 40 00	delphine.stricker@publicisgroupe.com
Alessandra Girolami	Investor Relations	+ 33 (0)1 44 43 77 88	alessandra.girolami@publicisgroupe.com