



SUSIE NAM JOINS PUBLICIS GROUPE AS CEO OF US CREATIVE

Esteemed industry leader and DE&I champion brings her innovative vision to Publicis; focused on accelerating success of storied creative brands

New York, NY – December 4, 2023 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announced today the appointment of Susie Nam as CEO of Publicis Creative US. In this role, Nam will apply her dynamic creative leadership to driving all operations and excellence for Publicis' renowned agency brands, including Leo Burnett, Saatchi & Saatchi, Fallon, BBH, Team One, The Community and Turner Duckworth. In this role, Nam will report to Publicis Groupe Chief Strategy Officer Carla Serrano.

Most recently CEO of the Americas for Droga5, Nam is lauded for her adept ability to design agency systems and cultures that yield breakthrough ideas and best-in-class talent. With leadership roles spanning account management, chief operating officer and ultimately CEO, Nam was instrumental during her 14-year tenure with Droga5 in driving its growth and notoriety from a 35-employee team, to an industry-leading brand spanning the NYC flagship office and four global hubs. Nam began her career in publishing, as a journalist at George magazine, before serving as Features Editor for The New York Times' very first online edition. She studied at the London School of Economics, and practiced as an Urban Planner in England, before returning to the US and turning her talents to advertising at Fallon, before ultimately joining Droga5 in 2009.

A Korean-American executive, Nam is also widely known for her ongoing advocacy and leadership for diversity, equality and inclusion across communities. She currently serves as the Chair of the ADCOLOR Board of Directors, the premier organization celebrating and promoting professionals of color in the creative industries. Nam is an Aspen Institute First Movers Fellow, was recognized among The Ad Club's 2023 Innovators, and was recently honored with the Impact Award by the Asian American Federation.

"I'm looking forward to this next chapter – especially excited to be an advocate for the power and impact that creativity can and should have in this climate," said Nam. "While there is incredible innovation and connectivity that sets rich circumstances for good work, the essential ingredient remains best in class creativity. I hope to help all the agencies and their leadership toward this ambition."

"Susie's last role focused on finding that bridge between creativity, data, technology and consultancy," added Serrano. "Her new position at Publicis allows her to fulfill this vision in practice, and tremendous opportunity lies ahead for our clients, our agency brands and our talent."

Nam replaces Andrew Swinand, who is leaving the organization in the spring to pursue other opportunities.



This appointment builds on a year of momentum for Publicis Groupe creative agency brands in the U.S., including: Ad Age A-list Standout Agency for Leo Burnett, Adweek Multicultural Agency of the Year for The Community and creating the countless business-driving ideas that have earned accolades spanning Cannes Lions, Effies, ADDY's, Clio Awards, D&AD, The One Show and Webby's.

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 101,000 professionals.

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