

## Publicis Media creates future-focused next generation board

*To drive transformation through fresh perspectives on shared goals*

LONDON – 31 May, 2017 - Publicis Media has created a next generation board which will work with the company's global executive group to address opportunities and drive transformation across the company.

Board members have the full support from local and global leadership, providing a real opportunity to influence the direction of all brands and practices within Publicis Media, challenge the status quo and implement global initiatives and projects

Launched across 15 markets - US, UK, Nordics, MENA, Singapore, DACH, Italy, India, Mexico, Australia, Poland, China, Russia, UK, Spain and France – the aim is to foster a spirit of collaboration across a group of high-performing individuals from around the world.

Each local board comprises of 8-15 employees identified as future leaders and representing diverse skillsets. They will work together to architect and activate medium to long-term deliverables that increase employee engagement and advance Publicis Media's Trust, Talent and Transformation vision.

A survey by Deloitte of over 7,700 millennials (those born after 1982) across 29 countries who are in full-time employment, found that millennials believe businesses need to do more to bridge the gap between current leadership and the new generation of business leaders. This effort looks to deliver on this front while also more deeply harnessing this group's perspective for agency and client benefit.

Steve King, CEO, Publicis Media, said, "Our next generation of leaders are the future of this company. It is vital that they play a significant role in creating Publicis Media's future, from both a talent and client perspective. The launch of the next generation board is about challenging and disrupting how we currently do things, to the benefit of all stakeholders. We had our first global board meeting earlier this month, which ran in parallel with the global Publicis Media board, and we were incredibly impressed with the proposals that were presented, some of which we have [already started to](#) adopt. The energy and new perspectives that they bring are fundamental to our ongoing transformation and success."

Representatives from each of the local boards will meet four times a year to work on delivering specific global initiatives. The first of these meetings took place earlier this month and the company is already acting on the proposal by next generation board to harmonise communication across all global talent through the use of innovative new mobile technologies.

**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, Mediavest | Spark, 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.