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ZenithOptimedia promotes Nicole Priesse to new regional CEO role

ZenithOptimedia has promoted Dr Nicole Priesse to the newly created role of CEO, Northern, Central and Eastern Europe as the network looks to drive business growth and further enhance its range of communications services across the region. As part of the move, Nicole will retain her role as Chairman, VivaKi DACH (Germany, Austria and Switzerland).

At ZenithOptimedia, Nicole currently has responsibility for DACH and the Nordics (Denmark, Finland, Norway and Sweden). The creation of this new regional leadership role will see Nicole take on additional responsibility for Central and Eastern Europe (a total of 21 markets), Russia and the Netherlands.

Based in Germany, Nicole will report directly to Steve King, CEO, Worldwide, ZenithOptimedia. With her newly expanded remit, she has been tasked with working with market CEOs to drive business growth, enhance the sharing of best practices, ensure markets take advantage of the latest technology, and continue the rollout of ZenithOptimedia's Live ROI approach.

Steve King, CEO, Worldwide, ZenithOptimedia, said: "Nicole has done a fantastic job leading ZenithOptimedia across DACH and the Nordics, and our markets across CEE and in Russia and the Netherlands will now benefit from her inspirational leadership. The Northern, Central and Eastern Europe region contains some of the most important markets for the network and we are looking forward to seeing even greater growth across these countries."

Dr Nicole, Priesse, CEO, Northern, Central and Eastern Europe, said: "I now have responsibility for some of the fastest growing markets in the region. Over the past few years, we have seen how the markets across DACH and the Nordics have benefited from the development of central services and the sharing of best practices, and I am looking forward to working with the fantastic market CEOs across CEE, Russia and the Netherlands to help drive ROI for clients."

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, British Airways, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.