

## **For Immediate Release**

# **ZenithOptimedia Canada Unveils New Leadership Structure as CEO Rejoins ZenithOptimedia US Team**

**Toronto, Canada - August 4, 2015** - ZenithOptimedia Canada unveils a new management lead as CEO Frank Friedman returns to ZenithOptimedia US in an executive role later this summer.

Kristine Lyrette is appointed President, effective immediately.

Kristine Lyrette commented, “I’m thrilled to be taking on the leadership of ZenithOptimedia and grateful to work with our amazing clients and the team of people here who are committed to excellence. This has been one of the most challenging times we’ve all seen in the past few decades and we look forward to working with our partners to collectively contribute to their and our success.

“With the unprecedented scale of account reviews currently in play, managing and growing our client business with honesty, integrity and professionalism will be the foundation of our success going forward,” said Friedman. “We are well positioned to capitalize as the landscape shifts to programmatic buying and micro-targeting, with a transparent model that embodies our DNA as The ROI Agency.”

Tim Jones, Chairman of ZO North America added, “Since joining our company last year Kristine has shown the leadership skills, dynamism and modern marketing expertise to take us through the next phase of our journey. ZO remains committed to this market and I am very enthusiastic about our leadership team going forward and the leading edge work they will be delivering to clients”.

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### **About ZenithOptimedia:**

ZenithOptimedia – [www.zenithoptimedia.com](http://www.zenithoptimedia.com) - is a leading global media services network with over 7,400 people working in 262 offices across 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 in Canada include Coty, Nintendo, Fox, Hyundai, Kia, Swarovski, Puma, Reckitt, HP, Asus, Canada Post, Alarmforce, SCA, Sanofi, Motorola, Holt Renfrew, Allergan, Fitbit and Epson.