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ZenithOptimedia creates new Worldwide client leadership team

ZenithOptimedia has created a new Worldwide client leadership team as part of the network's programme to drive business growth and enhance communication solutions for clients.

The move, led by Belinda Rowe, Global Managing Partner, will see a series of senior appointments at ZenithOptimedia's London-based Worldwide division. Tamina Plum and Christian Lee have both been appointed Managing Partners, Client Solutions, Worldwide and will take joint operational responsibility for all ZenithOptimedia's Worldwide client teams in London. Tamina was previously Global Client Services Director, and Christian was Group Managing Partner, at ZenithOptimedia UK.

Fraser Heaviside moves from Worldwide Business Director to Global Client Partner, and Grant Millar, who recently joined ZenithOptimedia Worldwide, will have global responsibility for the agency's growing partnership with RB. Gordana Buccisano, currently Global Client Services Director, takes up the new role of Head of Client Solutions at ZenithOptimedia's performance marketing network Performics. Gordana will work with Jon King, Managing Director, Performics, to establish a new service offering for international clients at Performics.

Driving business growth and developing new solutions for clients is a key global priority for ZenithOptimedia. This focus on developing the network's client leadership capability is part of a broader investment programme which is seeing ZenithOptimedia develop its product offering in key areas including: data & technology, strategy, performance marketing and content.

All of these appointments reflect ZenithOptimedia's investment in the network's leading talent.

Tamina joined the network in 2012 from Starcom to lead Oracle. Christian has worked at ZenithOptimedia for 14 years, and has held several senior roles, including New Business & Marketing Director, UK and Managing Director, Newcastle UK. Fraser first joined ZenithOptimedia in 2001 and has held several roles within the network, most recently Group Business Director, UK. Gordana joined the network in 2001, and has played role in the growth of ZenithOptimedia's international business.

Belinda Rowe, Global Managing Partner, said: "ZenithOptimedia has one of the biggest central operations dedicated to managing global clients. Having the right talent to help drive business growth and lead our client solutions is critical, so I am absolutely delighted that we are creating this new leadership team by promoting some of our most experienced and successful leaders."

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with over 7,500 people working in 262 offices across 74 countries. We are part of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], the world's third largest communications group, and the world's second largest media agency 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 Aviva, Clarins, Coty, Kering, Lactalis, L'Oréal, LVMH, Nestlé, Oracle, RB, Richemont Groupe, SCA, Sanofi, Toyota and 21st Century Fox.