

## Jeroen Fermie appointed General Manager of MSLGROUP Vietnam

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**Ho Chi Minh City, 1 November 2016** - MSLGROUP announced the appointment of communications industry veteran Jeroen Fermie as General Manager of MSLGROUP Vietnam, part of Publicis One in Vietnam. Fermie will be responsible for day-to-day leadership of the office's more than 40 professionals. MSLGROUP Vietnam was known as Venus Communications before it joined the global MSLGROUP network earlier this year.

Fermie previously was Executive Director of PR for TBWA\Group Vietnam, where he successfully built the group's PR division with expansion into social and strategic consultancy. Before moving to Vietnam, Fermie led internal and external communications for Campbell's Soup Company across its European markets. Fermie also held senior roles at global PR agencies Weber Shandwick, Ketchum and Hill+Knowlton in Brussels. He brings vast experience in corporate communications, brand marketing as well as crisis and issues management for clients across a range of sectors, including FMCG, Food & Beverages, Financial Services, Logistics and Technology. His award nominations and wins include European Excellence Awards, Stevie Awards and EMEA SABRE Awards.

"Jeroen's international experience in integrated campaigns combined with a desire for innovation as well as for nurturing talent, makes him the right leader to bring our client advisory to the next level and ensure MSLGROUP Vietnam's leading position in this fast-changing industry," said Glenn Osaki, President Asia, MSLGROUP. "With the combined resources and capabilities of our local, regional and global network, Jeroen will help us be more effective for our clients by integrating PR, social and activation."

Fermie will direct MSLGROUP Vietnam's collaboration with the other Publicis One agencies in Vietnam, bolstering MSLGROUP's creative approaches and digital know-how as well as creating more efficiency and value for clients.

"I'm thrilled to join MSLGROUP at this exciting moment. The close collaboration with the other Publicis One agencies allows us to provide our clients with the most creative and integrated solutions to achieve their business goals. I look forward to working with the Publicis One teams and all the professionals throughout MSLGROUP's large network to drive PR innovations, deliver the best work and lead the marketing transformation in Vietnam," said Fermie.



A Belgian national, Fermie holds a Master of Science in Communication degree from Vrije Universiteit Brussel. He is fluent in Dutch, French and English.

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**Local MSLGROUP Contact: Ngoc Minh Hoang | M: 84 938 459 845 | E: [minh.hoang@mslgroup.com](mailto:minh.hoang@mslgroup.com)**

**Regional MSLGROUP Contact: Liki Qin | M: 86 135 6420 5213 | E: [liki.qin@mslgroup.com](mailto:liki.qin@mslgroup.com)**

**Publicis One Contact: Karen Lim | T: +65 9272 2359 | E: [karen.lim@publicisone.com](mailto:karen.lim@publicisone.com)**

### **About MSLGROUP in Asia**

For 28 years, MSLGROUP has counselled global, regional and local clients in Asia, helping them establish, protect and expand their businesses and brands across this fast-growing region. Today, communications and engagement consultancy MSLGROUP has the largest PR, social media and events teams in Greater China (11 offices and 700+ professionals) and India (14 offices and 550+ professionals) and is actively working to lead the development of the industry with the regular publication of whitepapers/reports and innovative Learning & People Development programs to nurture talent. MSLGROUP in Asia includes 36 owned offices and over 1,500 colleagues in Beijing, Shanghai, Guangzhou, Chengdu, Hong Kong, Macau, Taipei, Tokyo, Kuala Lumpur, Seoul, Singapore, Manila, Ho Chi Minh City, Hanoi, Mumbai, Delhi, Ahmedabad, Pune, Bangalore, Chennai, Hyderabad, Kolkata and Colombo. An activation network of colleagues reaches an additional 125 Indian and 100 Chinese cities and a strong affiliate partner network adds another 16 markets to our reach. MSLGROUP in Asia is widely recognized as an industry leader and was awarded PR Agency Network of the Year for 2012, 2013 and 2016 by Campaign Asia, as well as Asia Pacific Consultancy of the Year for 2013 and 2016 and Digital Consultancy of the Year for 2015 by the Holmes Report. For more news on MSLGROUP Asia, please follow us on [www.asia.mslgroup.com](http://www.asia.mslgroup.com) | [Twitter](#) | [Facebook](#).

### **About Publicis One**

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).