

# ANNA TESTA MOVES TO PUBLICIS PHILIPPINES AS MANAGING DIRECTOR

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Publicis One has announced the appointment of Anna Testa as Managing Director of Publicis Philippines.

An advertising and marketing communications veteran for over 20 years, Testa has a proven track record of building and nurturing brands for multinational clients like P&G, Nestle and McDonald's. Prior to her return to Manila in June 2015, she was with Leo Burnett Singapore as the Global Brand Agency Director for P&G Global SK-II. For 11 years, she held various global brand leadership roles for P&G in Leo Burnett Singapore, London and Tokyo.

With rich experience in providing integrated communication solutions to the brands that she has managed, Testa also possesses high level competencies in change management, having been, at one time, a managing principal for an international consulting group on change management and business process effectiveness.

Raymond Arrastia, CEO of Publicis One Philippines, said: "Anna has a history of success wherever she has been. Her experience in global brand leadership and her unrelenting drive for excellence is a terrific addition to the Publicis Philippines team."

On her appointment, Testa said: "After 11 years working outside of the country and heading up an award-winning agency in the Philippines for the last one and a half years, I am very pleased to take on the role of leading Publicis. Tapping into Publicis One, the task of driving integration to provide our clients a competitive advantage, is pretty exciting."

Publicis is a part of Publicis One in Philippines. Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. It provides clients with end-to-end solutions, including easy and flexible access to diverse set of experts and capabilities. The Publicis One set-up allows its brand agencies to offer clients more holistic plans that address their needs for integration and specialization.

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## 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](#).