

Diana Littman Joins Publicis Groupe as CEO, MSL US

*Will Serve on Publicis Groupe USA Executive Committee to Drive Deeper
Capability Leadership and Integration*

New York, N.Y. – October 31, 2018 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced the appointment of Diana Littman as CEO, MSL US, reporting directly to Arthur Sadoun, Chairman and CEO of Publicis Groupe. Littman will also serve on the Publicis Groupe USA Executive Committee with the goal of elevating public relations, influence marketing and earned engagement within the integrated model to create a superior offering for clients and further accelerate transformation.

“Building brand influence that drives impact for our clients is more critical today than ever. Within Publicis Groupe’s transformational model, MSL plays a vital role in delivering on this front,” says Arthur Sadoun, Chairman and CEO, Publicis Groupe. *“Diana is an exceptional leader, bringing a stellar track record, depth of expertise, breakthrough-thinking, and focus on results that will propel our clients and MSL USA forward. I couldn’t be happier to welcome her to the Groupe.”*

“Joining MSL, Publicis Groupe and Arthur on the journey to lead the industry at a time of mass marketing disruption and unprecedented change is uniquely exciting,” said Littman. *“Not only do I believe in the power of influence, I believe in its ability to impact business and drive measurable growth, and ensuring we deliver on that, at meaningful scale, is my number one priority.”*

In this role, spanning oversight of the network’s offices in Atlanta, Boston, Chicago, Detroit, New York, Seattle and Washington D.C., Littman will drive MSL’s efforts across all facets of the company’s capabilities including Corporate Communications, Consumer Marketing, Social Purpose and Sustainability, Employee, Crisis, Technology, Health and Food and Beverage communications.

Littman brings extensive consumer, healthcare and corporate marketing experience, most recently with Marina Maher Communications for the past ten years and the prior decade with Cohn & Wolfe. Her work has been widely recognized in the industry with multiple SABREs, Effies, Cannes Lions, PRWeek awards, MM&Ms and more as well as several The Holmes Report Agency of the Year awards.



About MSL

MSL is Publicis Groupe's public relations and integrated communications network, one of the world's largest. It provides strategic counsel and creative thinking while championing its clients' interests through fearless and insightful campaigns that engage multiple perspectives and holistic thinking to build influence and deliver impact. With more than 3,100 people across more than 107 offices worldwide, MSL is also one of the largest PR networks in Europe, and the fastest growing in Asia-Pacific.
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About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSL, specializing in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), **Publicis.Sapient** (SapientRazorfish & Sapient Consulting) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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