

Publicis Media Advances Commerce Practice with Regional Leadership Appointments

*Amy Lanzi, Samrat Sengupta, and Jonathan Lewis-Jones to Lead
Americas, APAC and EMEA Regions*

London, UK – September 20, 2018 - Publicis Media's global Commerce Practice announces its regional leadership across Americas, APAC and EMEA today, effective immediately. Joining Publicis Media as Regional Practice Lead, Commerce, is Amy Lanzi in Americas and Samrat Sengupta in APAC. Jonathan Lewis-Jones is elevated to Regional Practice Lead in EMEA from Global Commerce Director at Starcom.

Each Regional Practice Lead will be responsible for leading and driving the Commerce Practice within their region for Publicis Media, spanning all agency Brands, including Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics. Their focus will be on accelerating growth for clients through new commerce solutions and continued expansion of the Commerce Practice and its capabilities.

Publicis Media launched Commerce as a global practice in March of this year, unifying, scaling and accelerating the capability and talent within the organisation to a dedicated capability spanning commerce strategy; media and marketplace investment; and content and merchandising.

Amy Lanzi joins Publicis Media from TPN, a retail marketing agency within Omnicom, where she led the New York office and was responsible for driving the agency's business, leading the expansion of its service offering, developing thought leadership perspectives and integrating with agency partners across the holding company. Lanzi is a marketing veteran with deep understanding of how consumer-centric retail experiences drive commerce and a holistic view of the dynamic retail landscape.

Jonathan Lewis-Jones was formerly Global Commerce Director at Starcom where he helped develop commerce capabilities across the group and built commerce propositions across some of the network's largest global clients such as P&G, Samsung and PUIG. He is a skilled senior commercial marketer with both client and agency-side experience, leading eCommerce functions for global brands across multiple countries.

Samrat Sengupta has had a wide range of e-Commerce experience, holding country leadership roles for Rocket Internet across Asia and Africa to then Tokopedia, the largest online marketplace in Indonesia, and Shoppee, the largest e-tailer in the greater Singapore region, where he helped set-up and grow digital and e-retail businesses. In his role as Regional Practice Lead, APAC, he will also work closely with Publicis Media's



Data Sciences Practice, reporting directly into Navaneeta Das, Head of Product and Client Development, Publicis Media.

“Having a strong data-centric view of the consumer is the essential for success in the fast evolving commerce space, so our data and commerce products have been structured to work symbiotically,” said Das.

This collective team of Commerce leads will report to Ali Nehme, Global Practice Lead, Commerce, Publicis Media.

“Commerce has become a priority for our clients and they are increasingly looking to us as their partner who can bring a blend of media, sales, content, data and tech expertise to help drive decisions in this important and growing space,” said Nehme. “Amy, Samrat and Jonathan’s expertise runs deep and diverse. We are confident in their ability to lead end-to-end commerce strategy and media optimisation across the organisation and position our clients for success to transform their business.”

###

About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.

About Regional Commerce Leads

Amy Lanzi, Americas (based in New York)

Before joining Publicis Media, Amy led the New York office of TPN, a retail marketing agency within Omnicom, as Managing Director, where she was responsible for driving the agency’s east-coast-based business, leading the expansion of its service offering, developing thought leadership perspectives and integrating with agency partners across the holding company.

As employee number 30 at the now 300+ person TPN, Amy was an architect of the agency, helping to scale the young start-up, and has a proven track record building infrastructure and driving growth across its three core offices – Dallas, Chicago, New York. She is a marketing veteran with deep understanding of how customer-centric retail experiences drive commerce and a holistic view of the dynamic retail landscape. Her modern commerce skills sit atop foundational experience in shopper marketing.



Amy's experience spans a broad range of categories, from CPG to services, including beauty, food, beer / spirits, pet care, telecommunications and travel. She has collaborated with client teams to craft omnichannel experiences at Comcast, The Hershey Company, Nabisco, Graco, The Miller Brewing Company, NatureSweet, Diageo / Smirnoff, Frontline, Revlon, Wholesome Organics and Orbitz, to name just a few.

When she is not following her relentless curiosity for what makes consumers transact, she can be found hustling in NYC with her family and enjoying compelling content, from "Goodnight Moon" to the latest Ted Talks.

Samrat Sengupta, APAC (based in Singapore)

Samrat studied Computer Science and Business before starting his career as an Associate with Mckinsey & Co. After stints in India and Sweden with Mckinsey, he joined Rocket Internet's India office working on customer experience projects across their Indian e-commerce ventures.

Having gathered e-Commerce experience, he held country leadership roles for Rocket Internet across Asia (India, Bangladesh, Cambodia) and Africa (Nigeria, Kenya, Morocco) before moving out of the group ecosystem in 2016.

In the last couple of years Samrat has worked for Tokopedia, the biggest online marketplace in Indonesia helping them set up and grow their digital business categories, and for Shopee, now the biggest e-tailer in the greater SEA region, in the Philippines and Indonesia where he was responsible for setting up the Shopee Mall business.

In his role as Regional Practice Lead, APAC, he will also work closely with Publicis Media's Data Sciences Practice, reporting directly into Navaneeta Das, Head of Product and Client Development, Publicis Media.

Jonathan Lewis-Jones, EMEA (based in London)

Jonathan started his career in advertising working at LOWE for across a variety of international brands (HSBC, Orange, Electrolux, Braun, Nokia). He then joined Nokia's global marketing organisation where we worked in a number of digital roles (CRM, content, operations, strategy) before being given the global ecommerce function to lead. It was at a time when Nokia stopped selling handsets to consumers so his brief was to effectively drive indirect sales through online retailers in 32 local markets. After leaving Microsoft he went to join the management team at Fusepump, a WPP ad tech business, where he helped global brands like Nestle and Microsoft use real time retailer data in smart ways to drive online sales. He joined Starcom in 2017 to help develop commerce capabilities across the group and build commerce propositions across some of the network's largest global clients such as P&G, Samsung and PUIG.

Media Contacts:

Mary Markou

E: Mary.Markou@PublicisMedia.com

P: +1 312 220 5380

Samantha Marik

E: Samantha.Marik@PublicisMedia.com

P: + 1 312 220 3041