

Publicis Media Announces New Russian Leadership

Moscow, 30th August, 2016 – Iain Jacob, Chief Executive Officer Publicis Media, EMEA has today announced a new transformational leadership team for Russia. Sergey Beloglazov is appointed Chief Executive Officer Publicis Media, Russia.

Beloglazov, who has been with the company for 21 years, has been instrumental in leading the technology and digital transformation of the business which has led to accelerated growth and a clear market- leading position.

Beloglazov will report directly to Iain Jacob, and will work closely with Nicole Prüsse, Chief Operating Officer Publicis Media, EMEA to further transform and develop the business in the region.

In addition, Jeff Chalmers is appointed Chief Operating Officer Publicis Media, Russia. Chalmers, who will report to Beloglazov, has a strong track record within the agency having developed both domestic and global clients in this important market by driving a winning standard of blue chip professionalism and ensuring tech and data are at the heart of the proposition.

Beloglazov and Chalmers take up their positions at the beginning of September.

Iain Jacob, Chief Executive Officer Publicis Media, EMEA, said: “I am delighted Sergey is taking on this important leadership role for Publicis Media in Russia. Together with Jeff, and the wider brand leadership team, he will drive our business transformation which will benefit our talent, and ultimately our clients. I am certain our Russian operation has a leadership team fit for our future ambitions.”

Sergey Koptev, the current Chief Executive Officer Publicis Media, Russia, is stepping down from his position at the end of the month to take up a new role with the National Advertising Alliance.

Jacob said: “I want to thank Sergey Koptev for his amazing service and leadership and wish him well for the future. Throughout his tenure with us he has led with the greatest of skill and determination and it is to his credit that we have the talent within our organization – through Sergey Beloglazov and Jeff Chalmers – to take on the leadership.”



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 five global brands, Starcom, Zenith, Mediavest | Spark, Optimedia | 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 17,500 employees worldwide.

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