

# PUBLICIS GROUPE ANNOUNCES KEY LEADERSHIP APPOINTMENTS WITHIN U.S. MEDIA BUSINESS

**New York – June 8, 2021** – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced several leadership appointments within Publicis Media and its iconic agency brands, all designed to further accelerate the strength and momentum of the U.S. business.

## **Michael Epstein joins Publicis Media leadership as CEO, Starcom U.S.**

Most recently CEO, Media Brands & Product, for Dentsu International and previously CEO, Carat Global, Michael Epstein brings to Starcom decades of celebrated industry leadership and success. Epstein is a known architect of digital business transformation, overseeing Dentsu’s media agency portfolio, product development and ensuring that media technology suited the needs of the business, resulting in agency performance that repeatedly topped industry and analyst rankings.

As CEO of Starcom US, Epstein now brings his vision for people-based marketing to the Human Experience Company.

“I’m thrilled to be joining an agency that has long been a leader in unlocking the power of personalized connections,” said Epstein. “I look forward to working with the talented teams to continue to deliver solutions that are dynamic, bold and drive impact for our clients’ businesses.”

## **Sarah Kramer named U.S. CEO of Spark Foundry**

A dynamic leader and 27-year veteran of Publicis Groupe, Kramer succeeds Chris Boothe as CEO of Spark Foundry in the U.S. Previously president, chief client and operations officer for the agency, Kramer championed the agency’s global and domestic client practice, growth initiatives, and also oversaw the strategy, data and analytics, digital and technology practices. She has worked across various global and domestic leadership roles, including being a key Power of One client leader representing all aspects of Publicis Groupe’s capabilities. Kramer’s market-leading results for clients, alongside her true passion for the talent, culture and capabilities of the agency make her a natural choice to accelerate Spark’s success into the future.

## **Chris Boothe appointed COO of Publicis Media, U.S.**

Previously CEO of Spark Foundry, and most recently leading both the Starcom and Spark Foundry brands in the U.S., Boothe has been promoted to COO of Publicis Media in the U.S., with specific focus on talent and leadership of Publicis Media brands, accelerating inter-agency collaboration and growth. Boothe has a legacy of leadership at Publicis Groupe, and for more than 30-years has



shaped its agency brands and clients' businesses via roles spanning strategy, investment, international business, global product, business development, and agency operations.

### **Danielle Gonzales promoted to Chief Client Officer, Publicis Media**

Gonzales is elevated into the newly-created role of Chief Client Officer, responsible for overseeing the top Power of One accounts across Publicis Media, while driving business development opportunities that tap into the very best media capabilities and clout, while bringing Publicis Groupe's Power of One model to life for clients. Most recently serving as president, chief client officer at Starcom, Gonzales brought her passion for data-driven consumer experiences to her client partnerships throughout her 26-year Publicis tenure.

"I am pleased to welcome Michael to Publicis Media, and congratulate Chris, Sarah and Danielle on their new appointments," said Dave Penski, CEO of Publicis Media U.S. and Chairman of Publicis Media Exchange (PMX). "With this evolution of our leadership, we are uniquely positioned to drive new levels of business transformation, scale, collaboration and client value."

### **About Publicis Groupe - The Power of One**

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 80,000 professionals.

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### **Contact**

Michelle McGowan

Corporate Communications, US +1 312 315 5259

[michelle.mcgowan@publicisgroupe.com](mailto:michelle.mcgowan@publicisgroupe.com)