

# Stephen Farquhar Appointed Chief Executive Officer of Publicis Health

***Alexandra von Plato elevated to Chairman role; appointments for newly created Chief Client Officer and Chief Operating Officer augment leadership for the healthcare agency network***

**New York, NY – December 13, 2023 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announced the appointment of Stephen Farquhar as Chief Executive Officer of Publicis Health, effective February 1, 2024. Farquhar previously served as Chief Marketing Officer at Publicis Media, where he led global assignments in a variety of industry verticals, including telecommunications, pharma, and CPG. In his new role, Farquhar will be responsible for leading Publicis Health businesses in the U.S., including oversight of healthcare creative agencies Digitas Health, Heartbeat, Razorfish Health, and Saatchi & Saatchi Wellness, as well as healthcare specialty agencies BBK Worldwide, Insagic, Langland U.S., and Payer Sciences.

Farquhar began his career in creative and strategy, and subsequently went on to lead agencies in China, the United Kingdom, and the United States. He has led dynamic, multi-faceted global teams for some of the world's leading marketers and throughout his career has garnered global healthcare marketing and media expertise across 92 markets — spanning global production, data strategy, patient services, and HCP marketing solutions.

Alexandra von Plato, who has served as CEO of Publicis Health since 2018 and has previously held leadership roles across Publicis Groupe agencies for nearly 30 years, becomes Chairman, Publicis Health. In her new role, von Plato will serve in an advisory capacity to Farquhar, who will lead day-to-day operations of the healthcare network. Both will report to Arthur Sadoun, Chairman and CEO of Publicis Groupe.

“I’m extremely grateful to Alex for her outstanding leadership and ongoing commitment to Publicis, our clients, and our people. I’d like to thank her for everything she has helped us accomplish over the years, and for everything we will continue to achieve together,” said Arthur Sadoun, Chairman and CEO of Publicis Groupe. “Stephen’s depth of experience across healthcare and CPG marketing and media mean he is ideally placed to lead our teams in addressing the business needs of healthcare and pharma marketers today, and take Publicis Health to the next level,” Sadoun added.

Publicis Health also announces further appointments for two new executive roles:

- Eric Muller has been elevated to the new role of Chief Operating Officer for Publicis Health. He will be responsible for standardizing best practices across the agencies, identifying and streamlining key processes, and delivering excellence at the speed of engagement. Muller will retain his role as President of Digitas Health, report to Farquhar, and be based in Philadelphia.



- Tracey O'Brien has been appointed to the new role of Chief Client Officer for Publicis Health. O'Brien joins Publicis Groupe from her most recent role as global client lead at IPG Health. She previously served in leadership roles at Havas Health, ConcentricLife, Medicus, and Digitas Health. O'Brien will be responsible for leading Publicis Health's client engagement and relationship strategies as well as overseeing the health network's centralized business development efforts. She will report to Farquhar and be based in New York.

"I'm thrilled to partner with Stephen as he takes the helm of our world-class leadership team and unmatched agency portfolio. Publicis Health is perfectly poised to accelerate industry-first capabilities necessary to drive breakthrough business and health outcomes through personalized health engagement," said Alexandra von Plato, Chairman, Publicis Health.

"Publicis Health has long been a global leader in healthcare communications, and I am grateful for the opportunity to join the organisation during this exciting, transformative time in healthcare. I look forward to collaborating with Alex and the entire Publicis Health team," said Stephen Farquhar, CEO, Publicis Health.

### 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 101,000 professionals.

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### About Publicis Health

At Publicis Health, we are united around one purpose: to create a world where people are equipped and motivated to take control of their health. We transform healthcare marketing and communications into healthcare engagement. We believe healthcare marketing is healthcare, fostering healthy conversations, healthy behaviors and healthy people. With 40 offices and 8 brands across the globe, Publicis Health's worldwide staff is comprised of more than 3,000 healthcare professionals who are experts in advertising and branding, data and analytics, strategic planning, service design, digital media and technology, science, and medicine. Publicis Health companies include BBK Worldwide, Digitas Health, Heartbeat, Insagic, Langland, Payer Sciences, Razorfish Health, and Saatchi & Saatchi Wellness. For more information, visit us at [www.publicishealth.com](http://www.publicishealth.com).

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