

## Geoff Calabrese Joins Publicis Groupe as Chief Commercial Officer

*Former CEO of North America Investment at Omnicom Media Group joins Publicis to drive client commercial engagements; transparent and sustainable commercial models*

**7th January, 2025 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** today announces the appointment of Geoff Calabrese as its Chief Commercial Officer.

Calabrese will oversee client commercial engagements across new and existing partnerships, and will be responsible for the development and delivery of commercial agreements designed to provide clients with increased value, effectiveness and efficiency. Starting in the spring of 2025, Calabrese will report to Dave Penski, CEO Connected Media and member of the Groupe's executive committee, and Lou Rossi, Chief Financial Officer, Connected Media.

Uniting Calabrese's rich experience alongside the scaled expertise and clout of Publicis, Calabrese will also focus on driving future-facing commercial models, spanning agency remuneration, performance incentives, media value guarantees, integration of technology and tools inclusive of AI benefits, and trade working capital agreements.

Calabrese was most recently Chief Executive Officer of North America Investment at Omnicom Media Group (OMG), where he spent more than 15 years. In that role, Calabrese oversaw investment and activation of over \$20 billion across all media channels and led many of OMG's key strategic business units inclusive of Optimum Sports and Outdoor Media Group. Calabrese brings extensive expertise in helping brands transform their business to adapt to the media landscape's ongoing fragmentation and transition to a data-driven, audience-first buying approach. Prior to his most recent role at OMG, he also served as Chief Investment Officer, NA; President of OMent, Omnicom's principal buying unit; and Director of Accountability, where he helped manage OMG's client savings programs.

Dave Penski, CEO Connected Media, added: "We are thrilled to welcome Geoff to Publicis. In this increasingly fragmented media landscape, Geoff's influence and leadership will be instrumental as we build the future of outcomes-based marketing, having driven major investment deals and negotiations spanning top brands and partners. His leadership will only accelerate and scale our ability to bring clients the best opportunities and maximize their investment across all media channels, powered by best-in-class data."



Geoff Calabrese

#### **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 103,000 professionals.

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