

# Publicis Media Announces Several Key UK Appointments as the Group Restructures PMX Practice Focused on Operational Excellence and Impact

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Publicis Media has announced several senior UK appointments for Publicis Media Exchange (PMX), its trading and investment practice, in a move designed to transform the structure and better align the practice to the wider Publicis Media model.

The appointments, which take place with immediate effect, are across four areas of the practice and all leads will report to Simon Pardon, Global PMX CEO, who is also interim lead in the UK.

## Trading

Jon Horrocks is appointed Managing Director, Trading of Publicis Media Exchange. Horrocks will take responsibility for the UK's trading division across the group.

John Heather is promoted to AV, Trading Director and will be responsible for all AV trading across the group, he will be the first point of contact for all negotiations with the AV media owners. Heather will report to Horrocks.

Anthony Mann, Press, Radio & Cinema Trading Director and George Constantinou, Digital Trading Director will continue in their current roles and will also report to Horrocks.

## Commercial

Erica Taylor, Commercial Director Press, Radio & Outdoor, and Katie Lobina, Commercial Director AV &



Digital, will continue in their current roles as commercial leads for all PMX related opportunities with responsibility for optimising all investments for clients.

### **Investment Operations**

Ben Chesters who was appointed Managing Director, Investment Operations, Publicis Media Exchange last month is responsible for all agency relationships and the efficiency of media buying both within central PMX and in the agencies.

Working closely with Chesters will be four Heads of Investment – a newly-created role – that will sit within the individual agency brands. Taking up these appointments is David Mulrenan, Zenith; Oliver Ruff, Mediavest; and, Malcolm Boxall who is already the incumbent in this role at Blue449. Starcom will make an appointment in due course.

### **Strategy**

Chris Hayward is taking on the role of Strategic Advisor, Publicis Media Exchange and will work across all divisions within PMX.

Simon Pardon, CEO PMX Global, and interim UK lead, said: “We are delighted to make these appointments that further leverage the incredibly strong and experienced team, bringing real depth and expertise across all areas. This is an important first step for us as we continue to develop the PMX operation in the UK. The centralisation of key resource is part of our ongoing transformation to deliver even stronger investment options for our clients.

### **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, 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.