

# Publicis Groupe appoints Sergio Lopez to EVP, Global Head of Production

*Appointment further accelerates the craft, scale and personalisation of  
Publicis Groupe's production model*

*Lopez will partner with Le Truc founders – Carla Serrano and Neil Heymann -  
establishing creative production centre of excellence*

**30 June 2021** – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] announces the appointment of Sergio Lopez to the newly created position of EVP, Global Head of Production, reporting to global CEO, Arthur Sadoun and global CSO and Le Truc co-founder, Carla Serrano.

As one of the industry's most progressive production leaders, Lopez brings a unique experience of envisioning and creating models that combine efficiency and scale, with award-winning craft, underpinned by technology. With over 25 years' experience in advertising and entertainment across four different continents, Lopez brings a truly global perspective.

In the newly created role, Lopez will immediately partner closely with Le Truc's co-founders – Carla Serrano and Neil Heymann – to build a centre of excellence for creative production in the US, reiterating Le Truc's commitment to providing our key clients with rich, connected and diverse solutions. He will also work with the Groupe's production leaders within the global services team to further drive the world-class connected suite of tools, capabilities and technology-enabled platforms for our clients. Lopez will play a key part in defining and driving the overall vision and strategy of production at Publicis Groupe, nurturing its talent and skillsets, to bring the most progressive solutions to clients.

Lopez joins from McCann Worldgroup where he was Chief Production Officer and Managing Director of Craft Worldwide. Over his six-year tenure at McCann, Lopez developed and led their production arm Craft Europe. Within the first five years he developed a new production model that grew Craft from a team of twelve to over 500 and won over 425 awards at the major creative festivals, including Cannes Lions, D&AD and The One Show.

Lopez is one of the leading voices in production having spent his career working at a number of leading creative agencies across the globe including New York, Chicago, London, Paris, Dusseldorf, Shanghai, Toronto, Moscow, Milan, Amsterdam, Dubai, Barcelona and Madrid.



Before McCann, Lopez joined Anomaly in 2012 as Global Head of Integrated Production where he was responsible for leading integrated production for brands including Ab InBev, Diageo, Google, P&G and Mondelēz.

Prior to Anomaly he worked at JWT New York as Head of Integrated Production, leading a team of over 120 people executing international campaigns for brands including Nestlé, Microsoft and Unilever. Providing production expertise across all channels, he aided JWT to become Advertising Agency of the Year and winning the first ever Cannes Gold Lion in the Mobile category amongst others.

The appointment sees Sergio return to Publicis Groupe, where he spent over eight years at Leo Burnett in Madrid and Chicago. He will start the new role in January 2022.

Arthur Sadoun, Global CEO of Publicis Groupe, commented: "As we enter the post-pandemic world, it's vital we recalibrate all our capabilities for new business and consumer realities. That includes production. Sergio is a rare breed of production leaders, one who has unique experience in creating successful long-term models that facilitate the best of data and technology while unleashing the power of human craft."

Sergio Lopez, EVP Global Head of Production at Publicis Groupe, added: "It has never been more important to help brands connect with their consumers creatively, effectively and efficiently. I am very proud to rejoin Publicis Groupe to work closely with our clients, agencies and production partners to redefine the future model of global production. Publicis is exceptionally well positioned to lead this post-covid model, bringing together creativity, technology and scale."

The move follows a number of significant appointments for Publicis Groupe, testament to its commitment of putting creativity at the core, including Natalie Lam CCO of Publicis Groupe APAC + MEA, Founding Partners of Le Truc – Neil Heymann and Bastien Baumann and the elevation of Chaka Sobhani to global CCO of Leo Burnett.

### 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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