

Marco Venturelli appointed Chief Creative Officer of Publicis Groupe France

Publicis Groupe France announces the appointment of Marco Venturelli as Chief Creative Officer of Publicis in France, joining the ComEx of Publicis Groupe France.

In the newly created role position, Marco will be responsible for further strengthening the creative excellence and collaboration across the Groupe in France to ensure end to end creative solutions for clients. Marco will lead creativity across all France's agencies including Publicis Conseil, Marcel, Leo Burnett Paris, Saatchi & Saatchi, Publicis Consultants, PublicisLive, Carré noir, Publicis Luxe, Publicis Health, Prodigious and Razorfish. His focus will be to drive business impact for clients through the Groupe's dynamic and expansive creative offering.

Most recently, he was President and Creative Director of Publicis Conseil a position he was appointed to in 2019. Marco helped to lead the agency to become the most creative within the market, positioning it 1st in the ranking of French agencies at the Cannes Lions awards, D&AD, and Eurobest in 2021.

Marco takes the reins from Anne de Maupéou, Creative Director of Publicis France and member of the Groupe's ComEx. After a career in the biggest communication groups (TBWA, DDB, and CLM BBDO) and more than 500 international awards including 94 Lions in Cannes, Anne was the first woman to be awarded two Grands Prix in Cannes (for Carrefour).

"I am very proud that Marco is joining the ComEx of Publicis France. We need his talent to promote the creativity of our agencies and animate the community of our 800 creative people." said Agathe Bousquet, CEO Publicis Groupe in France.

"Marco appeared to us as a more than legitimate successor. I always thought that Marco would be the perfect cast to succeed me in this role. He has talent, he has intelligence. And above all, today, he has largely acquired a central place within the Groupe. As for me, of course, I remain close to Publicis, and to Marcel." explains Anne de Maupéou.

"I joined Publicis Conseil three years ago to follow a project, for iconic talents and brands. I am proud of what has been accomplished in recent years and especially happy that Anne and Agathe entrust me with this responsibility for the Groupe in France. Creative talents and the quality of what they deliver every day are my priority. For me, with this appointment, it's just the scale that changes." adds Marco Venturelli, President overseeing creativity of Publicis Conseil.



About Publicis Groupe France

Publicis Groupe is the French leader in marketing, communication, and digital transformation. It relies on a unique model that combines creativity, technology, and media with data at its core. Present across the entire value chain, from consulting to creation and production, Publicis Groupe provides its clients with a unified, fluid, cross-functional organization that allows clients to access all of its expertise.

Led by Agathe Bousquet, Publicis Groupe in France is a Talent Company with more than 5,000 talents, spread across 26 agencies, which supports nearly 600 clients.

Publicis Groupe in France is organized around creative activities (Publicis Conseil, Marcel, Leo Burnett Paris, Saatchi & Saatchi, Publicis Consultants, PublicisLive, Carré noir, Publicis Luxe, Publicis Health, Prodigious, Razorfish, etc.), Media (Publicis Media, Starcom, Zenith, Spark Foundry, Blue449, Performics), Technology (Publicis Sapient), and Data with EPSILON, the world leader in data marketing, CRM and mass personalization.

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