

Changes in the Publicis Media Management Board in Poland

6 October 2017 - Iwona Jaśkiewicz-Kundera, Magda Kolenkiewicz, Agata Majecka, Anna Sakowicz are joining the Publicis Media Management Board in Poland. Monika Bronowska, Chief Operating Officer and Beata Golubińska, Chief Capability Officer, have decided to leave the organisation.

The new composition of the Publicis Media Management Board, to which the following agencies belong: Starcom, Zenith, Spark Foundry, Blue 449, Performics and LiquidThread, will be made up by Piotr Piętka, Chief Executive Officer, Albert Wyszomirski, Chief Financial Officer, Iwona Jaśkiewicz-Kundera, Chief Investment Officer, Anna Sakowicz, Chief Digital, Data&Analytics Officer, Magda Kolenkiewicz, Starcom General Manager and Agata Majecka, Zenith General Manager.



Anna Sakowicz has worked on the marketing communications market for the past 17 years. She worked in the Mindshare media house since the beginning of her professional career, most recently as Partner Invention and Management Board Member. In 2011, she received the "Person of the year" award in the internet sector granted by IAB. In 2013, she joined Starcom Mediavest Group as the Chief Digital Officer. Along with the founding of Publicis Media (2016) she took over the position of Chief Digital, Data&Analytics Officer.

As a Management Board Member, she is responsible for the development and integration of competences: Data&Technology&Innovation, Analytics&Insights, Performance and Content.



Iwona Jaśkiewicz-Kundera began her career in marketing in 1999 by joining the Optimedia media house. In 2002, she became the Buying Director at Optimedia. In 2014, she took over the position of Chief Buying Officer ZenithOptimedia and at the same time was also responsible for conducting negotiations within the framework of the VivaKi group for ZenithOptimedia. She has held the position of Chief Investment Officer Publicis Media since 2016, and her role is the creation and implementation of negotiation strategies for the entire organisation.



Magda Kolenkiewicz has been Starcom's General Manager since 2013. She has worked in the marketing industry since 2002. She joined Starcom in 2004. In autumn of 2012, she took over the role of Media Director for Customer Service in the entire agency. She was a jury member in the following competitions: Media Trendy, Effie Awards, Festival of Media Global. She also sits on the Global Product Committee, which, within the framework of the Starcom Mediavest Group global structures handled the creation of development

strategies for the agency's products. Starcom is currently the highest rated media agency in Poland in the RECMA international auditing company.



Agata Majecka has headed Zenith since 2016. Previously, as Chief Digital Officer, she was responsible for the development of digital competences in the ZenithOptimedia Group and she managed the Performics agency (specialising in performance marketing) and Newcast (implementing projects in the scope of branded content). She also held the role of CEE Digital Center of Excellence leader, responsible for the exchange of knowledge in the scope of digital and support for other agency offices in the CEE region in the implementation of products and services.

- The appointment of new members of the Publicis Media Management Board which we are announcing today, is an important and breakthrough moment for our organisation. Most importantly, however, we would like to extend our sincere thanks to Monika Bronowska and Beata Golubińska for their invaluable contribution into the development of our organisation and the individual agencies over the past years. I am convinced that the new career paths that they have selected will bring them many passion evoking challenges and reasons to feel satisfaction - says Piotr Piętka, CEO Publicis Media in Poland, who will be joined by Iwona Jaśkiewicz-Kundera, Magda Kolenkiewicz, Agata Majecka, Anna Sakowicz who will continue the transformation that we began at the moment of founding Publicis Media with great energy. The many years of experience, digital, technological, analytical, strategic and content marketing competences which the new persons are bringing into the Management Board guarantee that the offer of our agencies will even more closely reflect the need of the integration of all of the services developing the business needs of our clients.



Monika Bronowska before taking over the position of Chief Operating Officer Publicis Media in Poland, she managed the ZenithOptimedia Group (presently Zenith), for 5 years achieving many successes with her team: receiving the title of Media House for 2016, the highest marks in the RECMA Compitches ranking and a series of awards, including the Grand Prix Effie 2015. In her close to 20-year career in the media industry, she has co-authored and implemented effective communication strategies for the largest Polish advertisers, including: L'Oreal, Reckitt Benckiser, Sanofi, Aviva, receiving recognition in industry competitions. She also gained experience in advertising agencies and on the side

of the client - for two years she was the Deputy Director of the Media Marketing Communications Department at Polkomtel.



Beata Golubińska has been on the marketing communication market since 1994. It was then that she joined the DMB&B advertising agency. She joined the Starcom media agency in 2001, around which the Starcom Mediavest Group (SMG) was built in the subsequent years. At the key position of Management Board Vice President and Member, responsible for the offer of products and services as well as client relations, she effectively contributed to achieving all of SMG's largest business and marketing successes on the advertising market. She successfully introduced new areas of services into the scope of the organisation's competences: consumer research and business

analytics, and she transformed actions in the scope of branded content into the comprehensive offer of the LiquidThread creative agency. Since 2016, as the Chief Capability Officer, she supported the transformation of business processes as well as strengthening and developing competences within the framework of Publicis Media, thus enabling Publicis Media's entry into the consulting companies segment.

Monika Bronowska and Beata Golubińska will remain at Publicis Media until the end of October of this year, at which time they will transfer their duties over to their successors. They have not yet disclosed their future professional plans.
