

## Cary Huang Joins Publicis Groupe China Appointed CEO of Media and Digital

**Wednesday, January 22, 2020 – Shanghai - Publicis Groupe** today announced the appointment of industry veteran leader, Cary Huang as Chief Executive Officer of Media, Digital of Publicis Groupe in China, effective February 3, 2020.

Reporting directly to Jane Lin-Baden, Managing Partner APAC and CEO of North Asia of Publicis Groupe, Cary Huang will oversee all media, digital and commerce brands in China including Starcom, Zenith, Spark, Performics, Digitas, Publicis Commerce and Publicis WangFan (social agency).

*“Media is channels for reach, and platforms for experiences and transactions. Our clients today need holistic media and experience solutions that drive both branding and sales. Under Power of One structure, we create this role to integrate media with performance, digital experience and commerce for the exact purpose, and Cary’s joining will build further our strong credibility.”* says Jane Lin-Baden.

Before joining Publicis, Cary held senior management roles including CEO of Simei, a publicly listed Chinese communication group, CEO of Kinetic China and GroupM China OOH, and CEO of IPG Mediabrands. He comes with deep industry knowledge and rare leadership experiences in both international agencies and Chinese local listed communication group.

Jane Lin-Baden, Managing Partner APAC and CEO of North Asia of Publicis Groupe says, *“I am thrilled to have Cary joining Publicis Groupe China. He is known as an excellent and inspiring leader with solid 24 years of industry experiences. He is also one of the rare Chinese senior talents who has executive experience of leading both the international and local Chinese listed media groups. Cary’s mindset and experience of running integrated offerings is critical for our future business.”*

Cary Huang says, *“The China market is going through a transition from growth-led to innovation-driven. Clients and brands are going through transformation, which requires agencies to upgrade their offerings from providing capabilities to business solutions; Publicis’ Power of One strategy responds to the requirements of client’s needs. It’s my honor to join Publicis Groupe at this important time and I look forward to working together with Publicis colleagues.”*



## About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of data, creativity, media and technology, uniquely positioned to deliver personalized experience at scale. Publicis Groupe offers its clients a seamless end-to-end service to address all their marketing and transformation challenges. Publicis Groupe is organized across Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Performics, Digitas), Publicis Sapient and Publicis Health. Epsilon, the data-driven marketing and tech company and its platform Conversant, is positioned at the center of the group fueling all the group's operations. Present in over 100 countries, Publicis Groupe employs nearly 84,000 professionals.

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