

Publicis Groupe Announces New Leadership in Taiwan

Irene Chang promoted to CEO of Publicis Groupe Taiwan
and Kevin Yang appointed as CCO and CEO of Leo Burnett Taiwan

Taipei, July 29, 2021 -- Publicis Groupe today announced a new leadership team in Taiwan. Irene Chang, formerly CEO of Publicis Media Taiwan, has been promoted to CEO of Publicis Groupe Taiwan, reporting directly to Jane Lin-Baden, Managing Partner of Publicis Groupe Asia Pacific, and CEO of Publicis Groupe North Asia. Kevin Yang has been appointed as CEO & CCO of Leo Burnett Taiwan, reporting to Irene Chang, CEO of Publicis Groupe Taiwan. Both appointments are effective immediately.

Jane Lin-Baden, Managing Partner of Publicis Groupe Asia Pacific, and CEO of North Asia, said, "The 'Power of One' strategy effectively integrates creative, media, digital, data and other disciplines to tailor a full range of services and to provide client centric flexible and effective solutions."

"Irene has been with Publicis Groupe for a number of years with strong business capabilities and achievements. I cannot think of a better leader to take on this extremely important responsibility to lead Publicis Groupe Taiwan on the new journey of integration. I am also very happy to welcome Kevin back to the Publicis family to lead Leo Burnett and the creative business. I believe through the close cooperation of two experts from media and creative backgrounds, we will bring new integrated services to all clients of Publicis Groupe."

In the newly created CEO role, Irene will be leading the entire Publicis Groupe Taiwan agenda across Publicis Media, including brands of Starcom, Zenith, Performics and Digitas, as well as Publicis Communications including Leo Burnett, Publicis Worldwide and other creative agencies. One of her key responsibilities will be to drive greater integration across creative, media, digital, data and technology operations.

Irene has been with Publicis Groupe for over 20 years, working for several agencies to include Leo Burnett, Saatchi & Saatchi, and Zenith. She was promoted to Managing Director of Publicis Media in 2017, rising to CEO in 2019. In her role, she has pushed boundaries delivering innovative and comprehensive services to clients beyond the traditional scope of work of media agencies.

As a result, Publicis Media has achieved widespread recognition at industry awards including 7 trophies at Campaign Asia Agency of the Year, with 4 Gold, 1 Silver and 2 Bronze awards. Starcom and Zenith have also won several gold awards for their respective clients of Coca-Cola and Nestle at the Festival of Media and Effie Awards.

In order to strengthen Publicis Media's leading position in data and technology in Taiwan, Irene has successfully launched two agency brands, Performics and Digitas. With the expertise in effectiveness of Performics, coupled with the data and digital capability of Digitas, Publicis Groupe is able to provide a full suite of media services for clients in Taiwan.



"I'm honored to lead Publicis Groupe Taiwan into the future and will follow the global Power of One philosophy to promote close cooperation among advertising, media and digital brands, integrate our expertise and resources to help our clients seamlessly connect with the platform world and capture growth opportunities." Irene Chang said, "I believe professional talent teams and a comprehensive service structure are the foundation of Power of One. Under the new group structure, we will be able to work more closely and provide seamless service to our clients. We look forward to seeing each of our brands and colleagues shining in their own positions."

Kevin Yang, the new CEO & CCO of Leo Burnett Taiwan, is one of the very few senior creative leaders who also possesses a business mindset and has experience running a business. Before joining Publicis, he was Managing Director and CCO of ACE Communications. Prior to that, he worked for McCann Taiwan as Chief Creative Officer and Chairman, and Executive Creative Director of Publicis Groupe's creative agency Saatchi & Saatchi where he was responsible for creative output and talent management. With his 25 years' experience in advertising, Kevin has consistently driven business through creativity, designing creative ideas that not only win awards but also drive impressive business results for clients across different industries to include telecommunications, automobile, insurance, food and beverage, to name a few.

Kevin will be tasked to supercharge the Groupe's creative reputation and output with integrated Power of One solutions, closely partnering with Publicis Groupe's management team in Taiwan.

"Leo Burnett is a global brand with long history and legacy. I want to lead Leo Burnett Taiwan to evolve rapidly into a creative solutions company with creative strategy and business thinking, combined with Publicis Groupe's expertise in data, technology, media and community.", said Kelvin. "We are looking forward to promoting Leo Burnett Taiwan to connect with the global Leo Burnett concept and know-how, deepening our attention to human needs, using the power of creativity to move people, change behavior and realize the growth opportunities of the brand."

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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