

Ladislav Suško named Executive Director of Performics Czech and Slovak Republics

Ladislav Suško has been appointed Executive Director of the Performics agency for the Czech and Slovak Republics, which is a part of Publicis One in these two markets. Suško has been working with Performics – previously known as B2B Group – since 2010 and replaces Tomáš Potěšil, the founder of B2B Group, as the lead of the agency.

Suško was the first employee of B2B Group in Slovakia, where he launched the brand in the market. Since then, he has rose through the ranks in the agency in roles including, Sales Manager, Country Manager, and Business Director. He was promoted to Executive Director on 1st October 2017. With more than 12 years of experience in digital marketing, one of the key tasks in his new role will be the development of relationships with strategic clients and partners. In addition to being responsible for the agency's business targets, he will also focus on the development of programmatic buying locally.

Speaking about his appointment, Suško, said, *“Our vision is to transform Performics into the performance marketing leader in online marketing services across the Czech and Slovak markets. Our extensive history in performance marketing and in-depth experience of working with global clients represents a strong offering. We see a promising future in programmatic advertisement in the markets and believe that we have the qualities necessary to be a leader in this area, delivering value for our clients' business while helping to drive education in this area for the markets at the same time.”*

About Performics

As the original performance marketing agency, Performics is the premier revenue growth driver for many of the world's most admired brands. Across an expansive global network operating in 57 countries, Performics leverages data, technology and talent to create and convert consumer demand wherever it is expressed—search, social, display, commerce and offline channels. Performics is built for the relentless pursuit of results. Headquartered in Chicago, Performics is a Publicis Media company and has offices within Publicis One. To learn more, visit www.performics.com.

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