

## Umasankar Nistala joins Publicis Groupe as CIO and CEO of Re:Sources

**Paris – November 07, 2024 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** Publicis Groupe announces the arrival of Umasankar Nistala as Chief Information Officer and CEO of Re:Sources.

Umasankar will lead the Groupe's IT teams around the world, and head Re:Sources, Publicis' shared service backbone that builds consistency and synergies across the Groupe's tools and systems. He will be based in New York and report directly to Arthur Sadoun, CEO & Chairman of Publicis Groupe.

Most recently CIO, Financial Institutions Group at Fiserv, Umasankar has held leadership roles across technology and transformation practices at leading companies including BNP Paribas and JPMorgan Chase.

Commenting on the appointment, Arthur Sadoun said: *"I'm delighted to welcome Umasankar to Publicis Groupe. Our Re:Sources and IT teams are at the heart of our platform organization, supporting growth for our clients and for our teams, thanks to guaranteed outcomes, reduction of delivery risk, increased cost-competitiveness, speed to market and strategic flexibility. With his proven track record of delivering cutting-edge technology solutions that drive businesses forward, I have no doubt that with Umasankar's help we will take our teams, our clients and our partners to new heights."*

*"I am excited to join Publicis Group and bring my experience help further enhance our technological edge, drive operational excellence, and unlock transformative value for our clients and partners. This is a tremendous opportunity to make a meaningful impact across the Publicis organization"* added Umasankar Nistala.

### About Umasankar Nistala

A seasoned technology executive with a track record of driving transformation and digital innovation, Umasankar Nistala brings over 25 years of experience to Publicis Groupe to lead Shared Platforms including Re:Sources and IT globally. With deep experience delivering cutting-edge technology solutions for some of the world's largest financial services and consulting companies, Umasankar is renowned for building high-performing teams across distributed, global organizations. He was previously the CIO of Financial Institutions at Fiserv and has also held senior leadership roles for major institutions including BNP Paribas and JPMorgan Chase. He is based in New York.

### 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 103,000 professionals.

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