

Matt McNally returns to Publicis Groupe to spearhead its global health transformation practice

*Former CEO of Omnicom Health Group rejoins Publicis
as Global CEO of Publicis Health*

9th January, 2025 – Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announces the appointment of Matt McNally as Global CEO of Publicis Health.

Most recently CEO of Omnicom Health Group, Matt will lead and connect Publicis' global health vertical, designing and implementing a shared vision and strategy for the company's healthcare and pharma agencies.

Working in partnership with Stephen Farquhar, CEO Publicis Health US, and the global leadership, Matt will be responsible for leading this team to deliver health marketing transformation for clients, through solutions that are grounded in Publicis' unmatched 1P identities, activated across the industry's only connected media ecosystem, and linked to Publicis Sapient technology.

Matt is widely recognized as one of the most innovative leaders in healthcare, with a proven record of driving results for major holding companies and networks on behalf of some of the world's biggest clients. He has been inducted into the DTC Hall of Fame, named Agency Marketer of the Year, and received the Pinnacle award for his impact on healthcare marketing community. He previously spent 14 years at Publicis, where he helped create and launch Publicis Health Media and served as Group President and Chief Media Officer, overseeing several of the company's flagship healthcare agencies and media transformation for Publicis' largest pharmaceutical clients.

Matt will be based in New York and report directly to Arthur Sadoun, CEO of Publicis Groupe.

"I couldn't be happier to welcome Matt back home. At a time when the health and pharmaceutical sectors are undergoing profound change, driven by technological revolutions, new patient needs, and regulations, we've been busy building the industry's most innovative health vertical, helping them transform through solutions with COREAI at the heart, fuelled by intelligent creativity and brought to life through the most relevant new media channels. Thanks to all the work done by Stephen in the US and the teams around the world, I know with Matt's leadership we will go even faster and further in redefining the category with our clients" **said Arthur Sadoun, CEO Publicis Groupe.**



"I can't wait to start work with the outstanding teams at Publicis Health and take on this new role leading the efforts to deliver transformative health marketing solutions for our clients. By leveraging our unique data, connected media ecosystem, and advanced technology, and infusing them with deep health and pharma expertise, we're not just keeping pace with the industry – we're setting a new standard. It's how we will accelerate our clients' transformation journeys, helping them achieve meaningful results faster and more effectively than ever before" **commented Matt McNally, Global CEO Publicis Health.**



Matt McNally

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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