
MAURICE LEVY

- CEO of Publicis, Global French communications group

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Maurice Lévy is Chairman and CEO of Publicis Groupe, one of the world's leading communications organisations, and has served in that role since 1987. He is today one of the most influential men in France and in the advertising worldwide.

Under his stewardship, Publicis Groupe has been transformed into a global powerhouse of top creative advertising and marketing agencies, and is today a pioneer in digital and online communications. It includes three of the world's top advertising networks (Saatchi & Saatchi, Leo Burnett and Publicis), two leading global media buying and consulting groups (Starcom MediaVest Group and ZenithOptimedia) and a host of world-class marketing services companies. A major strategic link with Japan's Dentsu was announced in 2002, and in early 2007 the friendly acquisition of Digitas, a leading force in on-line communications.

Today the Publicis Groupe works in 107 countries with a full range of services, and is quoted on the Paris Euronext. In 2013, Lévy announced the merger of Publicis and Omnicom to create the world's biggest advertising firm, and Levy will become joint-CEO.

He has been a member of the Advisory Committee of the Banque de France, has served on the Supervisory Board of Deutsche Bank since 2006, and since 2002 he has been co-chair of the French-American Business Council.

Topics

- Business
- Leadership
- Management
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