



PUBLICIS MODEM

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Enda McCarthy Joins Publicis Modem UK as CEO

18 June 2009, London, Enda McCarthy, formerly president Agency.com, 40, has been appointed CEO of Publicis Modem UK reporting to UK Group chairman & CEO Nigel Jones.

Enda becomes responsible for the full P&L of the digital agency. His goal is to build on the current momentum, raise the level of business and creative success, and create a top five agency.

Enda has worked on some of the world's best brands - Apple, BA, Coca-Cola, HSBC, Nike, P&G, Sony Playstation and more - across the full media spectrum - advertising, digital and direct - and all geographies - local, regional and global. He believes that when it comes to marketing, the whole must be greater than the sum of the parts, and that creative people are happiest when they get to make cool stuff.

Enda will partner recently appointed award-winning creative director Pablo Marques in managing the agency's next stage of development. Pablo joined Modem in February 09 as former creative director of Weiden and Kennedy. His work has been recognised at D&AD, One Show, Cannes, Clio, Communication Arts, New York Festivals, Webbys, FWA and Future Marketing, amongst others.

Over the past 12 months, Modem has recorded double digit growth with business wins such as HP's PSG pan-european campaign. Growth has come organically from existing clients (LG and HP) and from new clients including iconic fashion brand Karen Millen, the British Council, Currys and easyJet.

Former Modem CEO Sebastian Dreyfus will move to a new role within the Publicis network.

Commented Nigel Jones Publicis Group UK chairman & CEO, "Enda is a rare talent in the digital world. He understands digital and where digital is going, he's a brilliant manager and importantly he has years of client service experience gained at some of the most professional agencies.

Modem has made great progress over the last 12 months but Enda's appointment and that of Pablo Marques, Modem's recently hired creative director, demonstrate our absolute determination to do everything necessary to make Modem one of the UK's leading digital agencies – in capabilities, in creativity and in ability to meet clients' needs."

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Enda Brief Bio

Starting as a graduate trainee at Publicis in '92, Enda then spent thirteen years in advertising agencies big and small - CDP, Euro RSCG, JWT and Nitro - learning from some of the world's best brands - Coca-Cola, HSBC, Kellogg's, Nike, P&G, and more - and some of the world's best creatives - Indra Sinha, Paul Shearer, Mark Wnek and Nick Bell - before joining FCB as MD in '05.

Working with Nigel Jones to re-invent first FCB and FCBi, and then DraftFCB, the agency became one of the first credible full service offerings in London and won new business across the full media spectrum, including digital assignments from clients as different as the COI, SCJohnson, and Sony Playstation.

Bowing to the inevitable Enda joined Agency.com in January '09 as President. During his six months at Agency.com, the agency won web build projects from Comic Relief and Age UK.

About Modem/Publicis Worldwide

Modem is part of the Publicis Worldwide network. Over the past 12 months Modem has expanded across 40 markets with over 1200 digital specialists. The network reports double digit growth delivered organically as well as through acquisitions including W Cube in France, Portfolio in Korea, Nemos in Switzerland.

Publicis ranks among the largest global marketing communications companies. Its parent company is Publicis Groupe (Euronext Paris: FR0000130577). The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefónica, Zurich.