



**PUBLICIS**

**RICHARD PINDER**  
**Chief Operating Officer**

Richard Pinder was appointed Chief Operating Officer responsible for the global network of Publicis in October 2006. He has been part of Publicis Groupe since its merger with Bcom3 in 2002.

With a career in advertising spanning over twenty years, Richard has a wide range of experience in different sectors of the advertising and communications industry. He has managed national, multinational and global clients, and is accustomed to the complexity of running a network. Richard has worked extensively in Asia and in Europe in top-level positions that attest to his excellent leadership and proven adaptability.

Before being named COO of Publicis, Richard was President of Leo Burnett's EMEA region, where he oversaw offices in over 54 countries. In this capacity, he re-established the network's growth track by focussing Leo on creativity and broadening its holistic offer through the strengthening of Arc, the marketing services arm of Leo.

Prior to leading EMEA, in 2000, Richard was Regional Managing Director of Leo Burnett Asia Pacific, a zone covering 16 countries. Under his leadership, Leo Burnett consistently ranked in the top three in terms of creativity, business activity and market share in nearly every country in the region. By consistently championing creative and strategic excellence, Richard also led the network to strong local and regional new business performance.

The early years of Richard's career were spent at Grey Advertising in London where he rose from Graduate Trainee to Client Services Director. Richard then joined Ogilvy & Mather as UK Managing Director before moving to Leo Burnett in Asia Pacific.

Richard is 44 years old and lives in Paris.