

Press release



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Tom Adamski Named CEO of Rosetta

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Tom Adamski has been promoted to CEO of Rosetta, the Publicis Groupe customer engagement agency, from his previous position as President and Chief Client Officer, Jean-Yves Naouri, Chief Operating Officer of Publicis Groupe [EURONEXT Paris: FR0000130577], announced today. Chris Kuenne, Co-founder and CEO of Rosetta, will assume the role of chairman. Both executives will report to Naouri.

Adamski was President and CEO of LEVEL Studios, the integrated marketing and product development agency that Rosetta acquired in 2010, from 2002 to August 2012, when he was named President of Rosetta. In that role, Adamski has driven growth and innovation across the agency, including Rosetta's Business Development group, its industry-leading Commerce solutions business and its recently expanded Smarter Commerce partnership with IBM.

Rosetta is differentiated by its Personalized Lifecycle Management and Commerce solutions that are deployed on behalf of a diverse global client roster that spans the technology, entertainment, telecommunications, healthcare, financial services and retail industries. The agency just announced the opening of a new West Coast headquarters office with the completion of a 47,000 sq. ft. building in San Luis Obispo, CA, where Adamski is based. The new space represents a significant investment by Publicis and Rosetta to bring together technology, marketing and commerce expertise under the same roof, with the goal of driving innovation for Rosetta's consumer brand and business-to-business clients. Rosetta's Technology and Telecommunications Vertical, which was also led by Adamski and remains an important focus for the agency's West Coast headquarters, saw unprecedented new business growth during the first quarter of 2013.

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Kuenne said, “Tom’s unique perspective on the interplay of branded content, technology platforms and connected devices is a key differentiator for Rosetta in how the agency personalizes the relationship between brands and consumers across touch points and over time. The essence of why I founded Rosetta will be enhanced through Tom’s leadership. He’s proven to have the instinct and the character to lead Rosetta’s next chapter.”

Adamski said, “Rosetta’s strengths in Personalized Lifecycle Management, Commerce and technology are a unique, powerful and exciting combination that have already placed us among the top performers in the emerging Customer Engagement space. I am fortunate to have the opportunity to guide Rosetta toward greater global impact and relevance and I am pleased that Chris Kuenne will continue his involvement with the agency he founded in his role as chairman.”

Rosetta’s core executive leadership team will remain the same. In addition to Adamski and Kuenne, Mark Taylor will remain as Chief Operating Officer, where he will continue driving Personalized Lifecycle Management as one of Rosetta’s core differentiators across all Rosetta solutions and continue to strengthen the agency’s operational model. Rich DeMilt will continue as Chief Financial Officer and Nigel Adams remains as Chief Talent Officer.

Adamski, 40, began his technology career in 1995 at Xing Technology Corporation, where he worked across QA, Product Marketing and Product Development groups to help pioneer audio/video streaming technology for IP networks. He has a B.S. degree in environmental design from the University of California, Davis.

About Publicis Groupe

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About Rosetta

Rosetta is a customer engagement agency engineered to transform marketing for the connected world. Our mission is to be a catalyst for growth, driving material business impact by translating deep consumer insights into personally relevant brand experiences across touch points and over time. Our unique capabilities and the way we activate them have enabled our market leadership position, operating as an independent brand in the Publicis Groupe of global agencies.

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