

EACA ANNOUNCES NEW LEADERSHIP TEAM

Brussels, 26 January 2023: Following the promotion of Tamara Daltroff as CEO of the European Association of Communications Agencies (EACA), two new members to the Board and three new members to the Management Committee have been welcomed. Doris Danner, Vice President TBWA, has been appointed new Chair of the International Agencies' Council and joins the EACA Board together with Charley Stoney, CEO, Institute of Advertising Practitioners in Ireland, as new Chair of the EACA National Agencies' Associations Council. The EACA Management Committee will be supported by three new additions:

- Lisa Humphreys, EMEA COO, GroupM
- Riikka-Maria Lemminki, Managing Director, Marketing Finland
- Patou Nuytemans, CEO EMEA, Ogilvy

The new leadership team will be effective as of January 2023 and will be working together on the Association's projects revolving around sustainability, diversity, equity & inclusion, talent, health communications, procurement and much more.

Christian de la Villehuchet, President of EACA, said: "So many new and exciting additions to EACA's Board and Management team. They are all bringing their extensive association and agency experience to the mix, further building on our organisation's multiculturalism. It is also the first time that EACA's board seats are 50% occupied by women - a strong step towards a fair representation of our industry's real power. I would also like to take this opportunity and thank Sofia Barros, Ulrich Pröschel and Stefano del Frate for their outstanding commitment to shaping up today's EACA. Great job, everyone!"

Doris Danner, Vice President of TBWA and Chair of the International Agencies' Council, added: "I am very happy and excited to be part of the EACA leadership team and to chair the International Agencies' Council. We have many important topics to work on and bring valuable solutions for our members. Looking forward to getting started together with the team."

Charley Stoney, CEO of IAPI and Chair of the National Associations' Council: "I am honoured to be joining such a strong leadership team and believe that EACA provides very tangible and vital support to its members. As a passionate advocate for the sector, I hope to encourage as much collaboration between the national associations as possible,

with a goal to collectively promote the industry as a vital engine of growth for Europe's economy."

Tamara Daltroff, CEO of EACA, concluded: "The leadership team is the heart of our Association and we are deeply grateful to Sofia, Stefano and Ulrich for their committed and inspiring work over the past years. The long-standing experience of the members is one of the key elements of our network, and we are honoured to welcome Charley, Doris, Lisa, Patou and Riikka-Maria to continue the remarkable work of their predecessors. We look forward to working together on the exciting opportunities that 2023 (and beyond) holds for our industry!"

EACA's new leadership team now consists of:

Board of Directors

- Christian de la Villehuchet, Global Chief Integration Officer, Havas Group and President of EACA
- Doris Danner, Vice President TBWA and Chair of the EACA International Agencies' Council
- Johan Boserup, Global CEO Investment Omnicom Media Group and Chair of the EACA Media Agencies' Council
- Charley Stoney, CEO, Institute of Advertising Practitioners in Ireland and Chair of the EACA National Agencies' Council
- Treasurer Radu Florescu, Vice-President UAPR
- Tamara Daltroff, CEO EACA

Management Committee

- Paul Bainsfair, Director General, Institute of Practitioners in Advertising UK (IPA)
- Marie-Pierre Bordet, Vice-President, French Advertising Association (AACC)
- Philip Chin, President Europe, Publicis Health, Chair of the EACA Health Communications Council
- Lisa Humphreys, EMEA COO, GroupM
- Peter Kerr, Director, Executive Chairman, Multi Resource Marketing Ltd. and Chair of the EACA IMPACT Council
- Riikka-Maria Lemminki, Managing Director, Marketing Finland
- Patou Nuytemans, CEO EMEA, Ogilvy
- Johan Vandepoel, CEO, Belgian Advertising Association (ACC)
- Marcus Wilding, Global Group EVP, PHD Media Worldwide
- John Wright, Chief Growth Officer, Regional Officer UK & Europe, McCann Worldgroup

About EACA

The European Association of Communications Agencies (EACA) represents more than 2500 communications agencies and agency associations from nearly 30 European countries which directly employ more than 120.000 people working in advertising, media, digital, branding and PR agencies. EACA promotes honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free-market economy, encouraging close co-operation between agencies, advertisers and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively.

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