



## **PRESS RELEASE**

### **DDB Worldwide announces new Management Structure in Asia Pacific**

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DDB Worldwide, part of Omnicom Group (NYSE: OMC), today announced a new management structure in the Asia Pacific region.

John Zeigler currently Chairman and CEO, DDB Asia Pacific India and Japan has announced his retirement from the agency. Effective October 1<sup>st</sup>, he will take on the role of Chairman Emeritus, DDB Asia Pacific.

David Tang, who currently leads DDB Group Singapore, has been appointed as the CEO of DDB Asia. In his role, Tang will be responsible for managing DDB offices in Southeast Asia, Greater China, Japan, and Korea. He will report to Chuck Brymer, Chief Executive Officer of DDB Worldwide.

Madhukar Kamath, Group CEO&MD, DDB Mudra Group in India, will now report directly to Chuck Brymer, CEO, DDB Worldwide.

Marty O'Hallaran, Chairman and CEO, DDB Group Australia and New Zealand will also report directly into Chuck Brymer.

Said Madhukar Kamath, "Since the acquisition of the Mudra Group by DDB in November 2011, it has been a fascinating growth journey. As part of the DDB AsiaPacific network, we learnt a lot from John, Marty, David and the rest of the team in APAC. I now look forward to working closely with our Global CEO Chuck Brymer. For my colleagues and me, this new reporting structure underscores the importance of the DDB Mudra Group and the immense potential for growth in India "



Said John Zeigler, “I have worked with many talented people, and the time is right for these same people to continue to drive DDB Asia Pacific forward. DDB has been my extended family for so long, and I will always think of it with fondness, pride and admiration,”

Brymer comments, “John has been a terrific partner for both DDB and myself. He contributed an enormous amount to our agency’s growth in terms of our people, our work and our clients. We wish him well in his new endeavors. I also look forward to working closely with our colleagues in India, Asia, Australia and New Zealand”

### **About DDB Mudra Group:-**

The DDB Mudra Group consists of ten agencies whose service offerings include Advertising, Media, Out Of Home, Experiential Marketing, Digital Marketing, Data Driven Marketing, Healthcare & Development Communications, Retail & Shopper Marketing, Trade Marketing and Branding Services. Some of the brands/organizations the group is associated with include – Aircel, Aditya Birla Group, BookMyShow, Castrol, Dabur, Fastrack, Future Group, Google, Gulf Oil, ICICI Lombard, Johnson & Johnson, Lipton, Marico, Nike, Pepsico, Red Bull, SET MAX, Star India, TATA Tea, Unilever, USL Diageo, Volkswagen, Wildcraft etc.

### **About DDB**

DDB Worldwide ([www.ddb.com](http://www.ddb.com)) is one of the world's largest and most influential advertising and marketing networks. At the prestigious 2014 Cannes International Festival of Creativity, DDB took home 87 Lions as well as Agency of the Year and Regional Network of the Year honors for adam&eveDDB and DDB EMEA, respectively. In addition, DDB has been named Agency of the Year numerous times by the industry's leading advertising publications and awards shows. *The Gunn Report* has listed DDB as one of the Top 3 Global Networks for 12 of the last 15 years. The agency's clients include Volkswagen, McDonald's, Unilever, Mars, Johnson & Johnson, and Exxon Mobil, among others.

Founded in 1949, DDB is part of the Omnicom Group (NYSE) and



consists of more than 200 offices in over 90 countries with its flagship office in New York, NY.

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## **ABOUT OMNICOM**

Omnicom Group Inc. (NYSE – OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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