5 Key Takeaways From WPP’s Turnaround Plan

After just under six months as chief executive (CEO) of WPP, Cindy Rose has unveiled a two-year turnaround plan designed to revive the ailing business.

When Rose joined in September 2025, WPP’s share price had just hit a 16-year low. On Thurs (Feb. 26), it posted an 8.1% year-on-year revenue decline, sending shares tumbling a further 10% as trading opened.

Before she unveiled the reset to investors at WPP’s annual strategy update in London, Rose told journalists: “What has made us successful in the past will not make us successful in the future. You can see from our numbers this morning that our performance is not where it needs to be.”

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