Former Ford and Ebay CMO Joins Publicis to Lead Sports Practice

Publicis Groupe has recruited the former CMO of high profile brands including Ford and Ebay as CEO of its sports marketing practice.

Suzy Deering joins as CEO of Publicis Sports, a new role at the holding company, after two years of consulting on the group's strategy. During that period, Deering played a key role in Publicis' acquisition of sports marketing agencies Adopt in April and Bespoke in July, as well as the launch of Women's Sports Connect, an offering that makes it easier for Publicis' clients to advertise across women's sports leagues.

She will work closely with Jon Tuck, president of Publicis Sports, to grow the practice and its capability set.

Recommended videos
https://www.adweek.com/agencies/former-ford-and-ebay-cmo-joins-publicis-to-lead-sports-practice/