



## PRESS RELEASE

Milan, September 7th, 2020

### **LUISSANDRO DEL GOBBO APPOINTED NEW CHIEF CREATIVE OFFICER OF HAVAS IN ITALY**

Havas Milan, led by CEO Manfredi Calabrò, has appointed Luissandro Del Gobbo as its Chief Creative Officer. He will be in charge of managing the creative department, which comprises over 80 talents based in the two head offices in Milan and Rome.

During his 20 year career, Del Gobbo has worked in 4 countries in Europe and America for some of the most renowned and iconic global brands. Previously he was Partner Group Creative Director at Ogilvy Chicago, with clients from the Unilever and SC Johnson portfolios, and most recently Global Executive Creative Director for Heineken at Publicis.

He has won more than 100 awards at the world's major advertising festivals, picking up 24 Cannes Lions (including a Grand Prix for Copywriting), a Grand Clio, a Yellow Pencil at the D&AD and 5 golds at the One Show. Del Gobbo ranked 9th globally in The Drum's Big Won Ranking 2017 and 5th among the world's top creative directors in the Top Ranking People of Cannes 2018.

*"Luissandro is an extraordinary creative and a person of great culture and sound principles; over the years, he has successfully proved that he can lead complex organizations and manage international clients on a global scale. We are excited that he has accepted to join us. It's an important further stage in our internal reorganization, which will allow us to navigate the challenges the future will bring in this moment of transformation in our industry and in the market in general,"* commented CEO **Manfredi Calabrò**.

**Stéphane Xiberras**, Head of the Havas Global Creative Council and CCO & President of BETC, adds: *"Luissandro's decision to join our Italian agency is extremely good news for the entire network; his talent and expertise will help our group reach new levels of creative excellence and strengthen Havas' global positioning based on meaningfulness, in order to provide strong business solutions for our clients through the power of creativity."*

*“I am thrilled to become part of Italy’s biggest agency and team up with Manfredi to lead it into the future with even more resolution. Stephane and the whole network’s belief in the central role of ideas and their immense transformative power played a crucial role in my decision; it’s definitely the right move at this point in my career. I am eager to take on this exciting challenge and devote all the energy it deserves,”* says **Del Gobbo**.

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**For more information please contact:**

**Maria Dammicco**

Press Office, Havas Milan

+39 02 80 202 228

M.+39 335 76 49 680

[maria.dammicco@havas.com](mailto:maria.dammicco@havas.com)

**Lorella Gessa**

Chief Communications Officer, Havas Group

+33 1 58 47 90 36

[lorella.gessa@havas.com](mailto:lorella.gessa@havas.com)

**About Havas Group**

Havas is one of the world’s largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in more than 100 countries and operates through its three business units covering all communication activities. Havas Group’s mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60+ Havas Villages around the world. In these Villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. We are committed to building a diverse culture where everybody feels they belong, can be themselves, thrive and grow. Havas Group integrated Vivendi in December 2017. Further information about Havas Group is available on the company’s website: [havasgroup.com](http://havasgroup.com)

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