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Peter Mears

Global CEO, Havas Media Group

Member, Havas Group Executive Committee

As Global CEO of Havas Media Group, Peter Mears oversees the global operations and strategy for all of Havas Group's media units. He also supports Havas' global brand partners, the global new business team and manages all regional and local leadership, advising on agency management, client strategy, and new business. Peter is also a member of the Havas Group Operating Committee and helps to drive operational excellence and execution to support the vision of the global executive board. Prior to this, he spent 6 months as COO of Havas Media Group after joining the group in April 2017.

As Global CEO, Peter has worked to reinvigorate the mission of Havas Media Group around people and make meaningful connections between consumers and brands. Mears believes investing in and creating meaningful media experiences for clients helps brands become more impactful. Great customer and user experiences still matter, but the industry has neglected the importance of the media experience, which should live at the crossroads of connection, context, and content.

The desire to respond to complexity and a need to rise above the "how" of data and look at the "why" of human insight led to the development of a new global operating system—Mx, or Media Experience. Under Mears, teams have been built around client responsibilities, creating a more client-centric structure and eliminating silos. This shift in strategic approach provides the competitive advantage for Havas Media Group, and in the past 18 months has yielded high-profile global wins including PUMA, TripAdvisor, Meetic, and Hyundai and Kia.

Peter is an advertising veteran with more than 20 successful years of experience within the industry. He has a strong track record of driving business growth and cultural change. Prior to joining Havas Media Group, he served as the Global Chief Operating Officer at Initiative, a global communications network within IPG Mediabrands. He has been frequently recognised for his strong collaborative nature and leadership style that's rooted in a modern, forward-thinking mindset. As a big fan of simplicity and speed—with a direct no fuss approach to organizational change, Peter's awards include Strategy Magazine's Executive of the Year in 2012, inclusion in "The Adweek 50" in 2013, and MediaPost's Executive of the Year in 2014.

Peter is based in New York, where he lives with his wife and eight-year-old twin boys. When he is not working or spending time with his family you can find him in a kitchen cooking, out on the streets running or zooming down the slopes on skis.