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Jorge Percovich **CEO, Havas Group Latam**

Jorge Percovich is CEO, Havas Group, LATAM based in Miami. Prior to arriving in Florida, he was CEO of Havas Group in Colombia, Venezuela, Panama, and Ecuador for more than seven years. Before moving to Colombia, he was Managing Director of Havas Media International, the Latin America Regional Coordination and Pan Regional unit for Havas Media Group in Miami. Havas is the No. 1 media agency network in the New Business Ranking of Convergence 2020 for Latin America.

A native of Peru who has lived throughout Europe, Latin America and the United States, Jorge has worked in advertising for more than 20 years and joined the Havas family in 1999 as General Manager of the firm's Miami office. He was one of the first individuals to establish a full-service multicultural media agency, moving to New York to spearhead the 2001 launch of the Group's Diversity Division. In late 2003, he was tapped to simultaneously lead Havas Media International, which provides Havas Media's global and regional clients, media coordination, and Pan Regional media planning, buying and research services.

Prior to joining the Havas Media Group, Jorge worked in the financial services sector in the United States, primarily in commercial and offshore banking, and had been the founder of successful private business ventures.

From 2003 to his assignment in Colombia in 2007, Jorge managed to turn the Havas Media International operation in Miami to the No. 1 position in the market as the leader in pan- regional media management. In Colombia, he achieved the No. 1 position in the market and was rated as the leading agency group in the market for the three consecutive years.

Jorge has a degree in international finance and marketing as well as an MBA from IESE in Barcelona and an advanced management degree from Harvard Business School. He is married to Lucia and has four children: Gonzalo (20), Pablo (17), Carolina (14) and Joaquin (3).