

IPG Mediabrands Appoint CEO Japan

MATT WARE APPOINTED TO LEAD THE IPG MEDIABRANDS JAPAN NETWORK

SINGAPORE, [02 APRIL 2024] – [IPG Mediabrands](#) the media and marketing solutions division of Interpublic Group (NYSE: IPG), have today announced the appointment of Matt Ware to CEO IPG Mediabrands Japan. The announcement comes following the departure of Koichi Sonoda prior CEO Japan of five years.



Previously APAC CEO of KINESSO the IPG Mediabrands tech-driven performance agency where he led 1000+ digital experts across 11 markets engaged in digital media, marketing automation, advanced analytics, commerce, and AI; Ware brings 15 years specialized digital marketing experience, including 11 years within the Asia-Pacific region and 5+ years in Japan. In his new role Ware will lead the IPG Mediabrands Japan network, guiding advertisers to optimize their media investments for real business outcomes.

“With his depth of digital expertise and hands on local market knowledge and insight, Matt was the natural choice to propel our positioning forward in the Japan market,” said Leigh Terry, CEO IPG Mediabrands. “I’m incredibly excited for this next stage of growth and evolution of the IPG Mediabrands Japan network under Matt’s leadership.”

Matt Ware commented, “I am thrilled to be taking up the Japan leadership role and excited to be returning to a market that I’m passionate about. Having worked in APAC for 15 years, Japan has always been a special place for me; full of innovation, excitement, global players but also a robust and vibrant domestic tech scene. It’s a fascinating time to be working in advertising in Japan and I’m delighted to be back”.

Ware has relocated to Tokyo for the leadership appointment which is effective immediately, reporting to Leigh Terry, CEO IPG Mediabrands Asia-Pacific. The new APAC CEO KINESSO is to be announced.

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ABOUT IPG MEDIABRANDS

IPG Mediabrands is the media and marketing solutions division of Interpublic Group (NYSE: IPG). IPG Mediabrands manages over \$47 billion in marketing investment globally on behalf of its clients across its full-service agency networks UM, Initiative and Mediahub and through its award-winning specialized business units Healix, KINESSO, MAGNA, Mediabrands Content Studio, Orion Holdings, Rapport, and the IPG Media Lab. IPG Mediabrands clients include many of the world's most recognizable and iconic brands from a broad portfolio of industry sectors including automotive, personal finance, consumer product goods (CPG), pharma, health and wellness, entertainment, financial services, energy, toys and gaming, direct to consumer and e-commerce, retail, hospitality, food and beverage, fashion and beauty. The company employs more than 18,000 diverse marketing communication professionals in more than 130 countries. Learn more at www.ipgmediabrands.com.

MEDIA CONTACT

Naomi Michael

Chief Marketing & Communications Officer, Mediabrands APAC

naomi.michael@mbww.com

Kieko Mori

Corporate Communications, McCann Worldgroup Holdings Japan Inc.

kieko.mori@mccannwg.com