



Ogilvy Public Relations Worldwide

Contact: Rebecca Tilly  
0410 501 043

[rebecca.tilly@stwgroup.com.au](mailto:rebecca.tilly@stwgroup.com.au)

**Christopher Graves to Succeed Marcia Silverman as CEO of  
Ogilvy Public Relations Worldwide**  
*Appointment of Communications and Journalism Veteran Effective January 1, 2010*

NEW YORK, NY, June 11, 2009 – Christopher Graves, President and Regional CEO of Ogilvy Public Relations Asia Pacific, has been appointed global CEO of Ogilvy Public Relations Worldwide, a global, multi-disciplinary communications leader, succeeding Marcia Silverman who has led the company for seven years. Marcia will become Chair of Ogilvy PR. Both appointments become effective January 1, 2010.

Since joining Ogilvy PR in 2005, Christopher Graves, 50, has roughly doubled the agency's size in Asia Pacific, growing the network into the industry leader in the world's fastest-growing region by any measure, from size, to client roster, to specialist offerings, to awards and accolades. Under his leadership, Ogilvy PR has seen phenomenal development in scale and creativity across all marketing disciplines. He has crafted clear goals and made investments to grow the network into the future and built a strong leadership team in Asia Pacific across 15 countries, dominating in major markets such as China and Australia. Graves collaborates closely with staff and agency leaders around the world and flourishes in the 360-degree marketing communications environment with partner Ogilvy & Mather.

Graves has cultivated relationships with leading such organizations as The World Economic Forum, authored papers and spoken on emerging trends in social media, recession marketing, shifting demographics, and the changing dynamics of influence. He has also created intellectual properties for Ogilvy PR such as immersive workshops on: crisis management; business model disruption; and effective storytelling for business outcomes.

In making the announcement, Ogilvy & Mather CEO Miles Young, said: "Marcia has done an outstanding job of securing Ogilvy PR's reputation as a premier, integrated communications agency built on strong client service. She has earned extraordinary affection inside and outside the business. Marcia has gathered together a strong and harmonious global management team, and driven new innovations in

the critical social media space. She will be an exceedingly hard act to follow and we are delighted that she will become Chair of Ogilvy PR to further develop client relationships and shape the agency's global strategy."

Regarding Graves, Young added: "In Chris, we have a successor who will take the work forward with flair and elan. He is driven by clients and content, and is an embodiment of the pervasive creativity and outward focus which will push Ogilvy PR forward in its resolve to become the best public relations network. He is truly a citizen of the world; he knows all the issues, and relishes being at the leading most edge, articulating and influencing them. We are incredibly fortunate to have both Marcia and Chris at the helm of Ogilvy PR."

Commenting on her successor, Silverman stated: "Chris has an exceptional track record of building business and providing superior client service. I'm certain he will bring the same focus on quality and success to our global organization."

The Ogilvy PR and Ogilvy & Mather senior leadership will work to secure a successor to the Asia Pacific regional CEO position of Ogilvy PR between now and the end of 2009.

Graves joined Ogilvy PR in 2005 after 23 years in business news, most recently with Dow Jones and *Wall Street Journal*. Chris was one of the founders of Wall Street Journal Television, managing editor of *Asia Business News*, vice president of news and programming for CNBC Asia, vice president of news and programming for CNBC Europe, managing director of business development (EMEA & Asia) for Dow Jones Consumer Electronic Publishing (WSJ.com) and managing director of Far Eastern Economic Review. Accolades include an EMMY nomination, the 2007 PR Professional of the Year by *PRWeek Asia*, as well as a number of awards from Asia PR Awards, The New York Film and Television Festivals and the Asian Television Awards for programming made under his supervision.

###

#### **About Ogilvy Public Relations Worldwide**

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 70 markets. Named Large Agency of the Year by The Holmes Report, Ogilvy PR blends proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results. In its 28<sup>th</sup> year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its social marketing, public affairs, healthcare, consumer marketing, 360° digital influence, corporate, technology and entertainment practices. Through its subsidiary, Feinstein Kean Healthcare, the agency also offers additional experience in the cancer field, as well as specialized expertise in molecular medicine, advanced biomedical research, leading life science and healthcare technologies and treatments. Ogilvy PR also offers government affairs services through its subsidiary Ogilvy Government Relations. Ogilvy PR is part of the WPP plc,

one of the world's largest communications services organizations (NASDAQ: WPPGY, www.wpp.com). For more information, visit our Web site at [www.ogilvypr.com](http://www.ogilvypr.com).

**About Ogilvy PR Australia**

Ogilvy PR Australia is a joint venture between Ogilvy PR Worldwide and STW Group, Australia's leading marketing content and communications services group. Specialist Ogilvy PR firms and affiliates in Australia include Cannings, Howorth, Impact Employee Communications, Ogilvy PR Health, Parker & Partners and Pulse Communications. For more information visit [www.ogilvypr.com.au](http://www.ogilvypr.com.au).