

## Omnicom Takes the Stage at Web Summit Qatar 2025

**Doha, Qatar – February 19, 2025** – Omnicom will join marketing experts from across the globe at Web Summit Qatar 2025. The Summit, held from February 23-26, is known for bringing together a global community of founders, entrepreneurs, business leaders, and investors to connect and exchange ideas about the technology and trends shaping the world.

As a leading provider of marketing and sales solutions, Omnicom will have several leaders on stage at the Doha Exhibition and Convention Center discussing top marketing trends in 2025 and how brands can break through the noise with consumers.

Omnicom leaders will be speaking on the following sessions:

### WHAT ARE THE MARKETING TRENDS FOR 2025?

#### **February 26 | 2:00-2:20 PM | Centre Stage**

- Philip Davies, President EMEA, Siegel+Gale
- Brian Gleason, Chief Revenue Officer & President, Retail Media, Criteo
- Christine Maguire, GM, VP, Global Media Business, TripAdvisor
- Darnell Strom, Partner and Head of Culture & Commerce, United Talent Agency

### TRANSFORMING THE MARKETING INDUSTRY

#### **February 24 | 2:40-3:00 PM | Centre Stage**

- John Wren, Chairman and CEO, Omnicom
- Massimo Marioni, Senior Editor, Fortune

### CREATIVITY AND CHAOS: THE MARKETING WORLD IN 2025

#### **February 25 | 3:50-4:15 PM | Stage 6**

- Reda Raad, CEO, TBWA RAAD
- Nancy Villanueva, CEO, Interbrand Iberia and Middel East
- Mai Salama, Founding Partner, Creative Industry Summit
- Gabie Boko, Chief Marketing Officer, NetApp, Inc.

### AVOIDING THE 'DULL TAX': A BRAND PLAYBOOK FOR 2025

#### **February 26 | 2:00-2:20 PM | Centre Stage**

- Troy Ruhanen, President and CEO, Omnicom Advertising Group

- Mark Weinstein, Chief Marketing Officer, Hilton Worldwide
- Martina Fuchs, Business Correspondent, Xinhua News Agency

To learn more about Omnicom's sessions and Web Summit Qatar 2025, visit [qatar.websummit.com](https://qatar.websummit.com).

### **About Omnicom**

Omnicom (NYSE: OMC) is a leading provider of data-inspired, creative marketing and sales solutions. Omnicom's iconic agency brands are home to the industry's most innovative communications specialists who are focused on driving intelligent business outcomes for their clients. The company offers a wide range of services in advertising, strategic media planning and buying, precision marketing, retail and digital commerce, branding, experiential, public relations, healthcare marketing and other specialty marketing services to over 5,000 clients in more than 70 countries. For more information, visit [www.omnicomgroup.com](https://www.omnicomgroup.com).