

## **Kimberly-Clark defines vision of integrated marketing with appointment of Global Client Leader**

### **Carl Hartman to lead 'Team Kimberly-Clark' across WPP**

Industry veteran Carl Hartman has been appointed to the new post of Global Client Leader with immediate effect.

As leader of 'Team Kimberly-Clark', the body of marketing professionals currently working on Kimberly-Clark accounts across WPP agencies, Hartman will manage and have ultimate responsibility for all marketing communications delivered by WPP companies across all disciplines and geographies to the health and hygiene giant.

"This role will help us to best leverage our partnership with WPP agencies and get the most from our strong relationships with all the operating companies we work with. WPP has a multitude of offerings and our Global Client Leader can help us assemble the best, customized bundle of resources available," said Tony Palmer, CMO at Kimberly-Clark.

Kimberly-Clark, whose famous brands include Huggies, Kleenex, Kotex and Scott, is one of WPP's most valued clients. Collectively, WPP agencies are responsible for 80% of the multinational's marketing spend.

"In today's dynamic environment, more global clients are adopting a dedicated team approach across agencies with a single leader to help them develop a clearer vision, more integrated strategies and execution, and deal with issues in a faster way, " says Satish Korde, WPP's Global Client Director.

In his new role, Hartman will also serve on the Executive Marketing Committee at Kimberly-Clark, helping create a best-in-class integrated service model. His primary function will be to ensure the highest standard of work, through strong relationships and most effective use of resources.

Kimberly-Clark is the latest in a select group of global clients to have elected for the Global Client Leader approach - a single point of contact, one person responsible for all client investment areas across advertising, media, research, interactive and other specialist services. Group agencies working for Kimberly-Clark include MindShare, JWT, Ogilvy and Kantar.

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Carl Hartman is uniquely qualified for this role. He has 17 years of cross-disciplinary experience spanning advertising, media and research. He worked previously at Young & Rubicam Brands, leading clients like ABB, Burger King, Colgate and the Star Alliance network of airlines which he ran globally across all the group's companies. Most recently, Carl served as Director of Integration at Mediaedge:cia where he led accounts like Cadbury Schweppes, Energizer, Playtex and Schick. He has also worked as Director of Marketing for Y&R's BrandAsset Valuator group.

**FOOTNOTE:**

**Kimberly-Clark** is a world-leading health and hygiene company, employing 55,000 people and posting sales of \$18.3 billion in 2007. Its well-known family care and personal care brands include household names such as Huggies, Kleenex, Kotex and Scott. By market share, the multinational is market leader or number two in more than 80 countries. More information: [www.kimberly-clark.com](http://www.kimberly-clark.com)

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