

WPP Announces Public Relations Management Changes
19 April 2005

WPP announced today Donna Imperato will have management oversight of public relations agencies Cohn & Wolfe and GCI through a newly created internal entity. Imperato will remain as chief executive of Cohn & Wolfe. At the same time, Grey Global Group announced the appointment of Jeff Hunt as chief executive of GCI replacing Bob Feldman who will join DreamWorks Animation. A decision has been made not to merge Cohn & Wolfe and GCI, an idea which was considered and rejected. It has been determined that keeping these two strong and vital brands independent is the best outcome for clients, and that was the controlling issue. Cohn & Wolfe will remain part of Young & Rubicam Brands and GCI will remain part of the Grey Global Group. 'Donna Imperato has done a superb job in the less than three years she has run Cohn & Wolfe,' said Howard Paster, WPP's executive vice president for public relations and public affairs. 'She is now in a position to take some of those learnings and to share them with GCI, an agency that is similar to Cohn & Wolfe in many respects.' Ed Meyer, chief executive of Grey Global Group, in announcing Hunt's appointment, said, 'Jeff is an experienced public relations professional who commands the support of clients and respect of colleagues. As an outstanding practitioner and experienced manager, he is very much the man to continue the progress GCI has had under Bob Feldman's leadership.'