

Nurun appoints Eric Noël as Executive Vice President, Managing Director

Montreal, April 5th, 2023 – Nurun is pleased to announce the appointment of Eric Noël as Executive Vice President, Managing Director. In his new role, Eric will lead the agency's day-to-day operations, pursue growth, expand its expertise, and develop its talent. He will also be responsible for accelerating collaborations with Publicis Groupe in Canada and within the North American and global Groupe. He will report to Mathieu Roy, Executive President of Publicis in Quebec.

Eric is a seasoned entrepreneur with 25 years of experience in the digital and technology space. In addition to being a digital strategy teacher at HEC Montreal for the last 14 years, he has held several executive leadership positions in technology and advertising companies, ensuring clients' growth which of many are in the Top 500 North America.

His knowledge of technology platforms and ability to understand business ecosystems make him a major asset for Nurun and its clients.

Mathieu Roy said: "It is a privilege to be able to collaborate with a leader of Eric's caliber. His knowledge of technology platforms, coupled with his ability to understand business ecosystems and translate them into operational vision, makes him an exceptional asset for our talent and clients."

Eric Noël: "I am thrilled to join Nurun and work with Mathieu and Duncan, Publicis Canada's CEO, to offer our clients efficient solutions for their growth. Nurun is a fantastic company with the utmost reputation; it's my honor to join this family. The entire team at Nurun, with the help of my leadership team, will ensure that Nurun is *de facto*, a reference in North America in our industry. "

About Nurun Canada:

Nurun Canada is a digital marketing and technology agency that supports brands in their digital transformation. Based in Montreal, it is part of the global Nurun network, a subsidiary of Publicis Groupe. For over 20 years, Nurun Canada has helped businesses design, develop, and manage cutting-edge digital experiences that engage their customers and strengthen their market positioning.

30-

Press contact: Sophie Prefol
sophie.prefol@publicisgroupe.net
604 841 0989