



## **Mark Tutssel Leaving Leo Burnett after Illustrious Three-Decade Career**

*Will Remain with the Network through a Transition Period  
to Help Establish Future Leadership*

**Chicago, May 2, 2019** - Leo Burnett announced today that Mark Tutssel, Executive Chairman of Leo Burnett Worldwide, is retiring. Throughout his 34 years with the company, Tutssel established himself as one of the most awarded creative directors in the industry and cemented Leo Burnett's reputation as one of the world's leading creative networks. Tutssel will be staying with Leo Burnett through to the end of June to ensure a smooth transition and will work with Nick Law, Chief Creative Officer of Publicis Groupe, and the Leo Burnett Global Creative Council as it continues to evolve it for the future.

"Mark is a legend and a close personal friend. The body of work that he has presided over is second to none. His impact on the industry and his leadership of one of the world's great creative agencies cannot be overstated. It will be a privilege to spend the coming months with him making sure that we extend and build on his vision for Leo," Law said. "I'm confident that the talent and tenacity of Leo Burnett's creative leadership will continue to help grow our client's business."

Tutssel rose through the ranks and in 2006 was appointed Global Chief Creative Officer. Under his leadership, Leo Burnett went on to develop world-class campaigns for some of the most iconic brands including Samsung, McDonald's, P&G and Coca-Cola. Tutssel and Leo Burnett were regularly recognized for industry-leading work, including nine Grand Prix wins at Cannes and consistently ranking in the top five most-awarded agency networks in the world.

Tutssel said, "Over the last 13 years, it has been a tremendous honour and responsibility to lead Leo Burnett Worldwide creatively. The industry is experiencing unprecedented change, and it seems like the right moment to turn the page to the next chapter of my life. I will leave Leo Burnett with the greatest pride and love for its people and their commitment to the power of creativity. It has fueled me as well as many fortunate brands over the years and I am grateful."

Publicis Groupe CEO Arthur Sadoun added, "I want to thank Mark for his commitment to Leo Burnett's people and creative excellence. His passion and ambition in creativity is an inspiration to all of us in Publicis Groupe. We wish him all the best."



**About Leo Burnett Worldwide**

Leo Burnett Worldwide is a creative solutions agency network, and part of Publicis Communications. Leo Burnett has 96 offices in 85 countries and more than 8,500 employees around the globe. The agency works on behalf of some of the world's most valued brands including Coca-Cola, Fiat, Kellogg's, Kraft, McDonald's, Nintendo and Samsung, among others. To learn more about Leo Burnett and its rich, 83-year history, visit [LeoBurnett.com](http://LeoBurnett.com). Follow on [Facebook](#) and via [@leoburnett](#).

**Contact:**

Amy Cheronis, +1.312.493.9949  
amy.cheronis@mslgroup.com