



PRESS RELEASE

Ketchum Appoints Sean Fitzgerald Executive Vice President China, Director of Shanghai Office

Dave Chapman Assumes Responsibility for Ketchum West

Hong Kong, (December 7, 2011) — Leading global public relations agency [Ketchum](#) today announced Ketchum partner Sean Fitzgerald has been named executive vice president, China, and director of the Shanghai office. Fitzgerald, who currently serves as partner and managing director of Ketchum West, will relocate to Shanghai in January. In addition to managing the Shanghai office, Fitzgerald also will be responsible for overseeing the agency's presence in Beijing and Guangzhou.

As part of the transition, Dave Chapman, partner and director of Ketchum West, assumes responsibility for the Ketchum West operations, comprised of offices in San Francisco and Los Angeles.

"With Greater China expecting economic growth next year and beyond, it is imperative that we are in the best possible position to service our global clients as they expand their business there, as well as the growing number of Chinese companies seeking communications support," said [Raymond L. Kotcher](#), senior partner and CEO, Ketchum. "By adding Sean's considerable experience to the strong leadership team we already have in place, I am confident that we are extremely well positioned to seize opportunities for our clients in this important part of the world."

Kotcher continued: "At the same time, after working with Sean for the past seven years, having Dave take on the leadership position of Ketchum West ensures a seamless transition for our clients and our people. Dave's strengths as a manager and senior client counselor will drive continued success in that region."

Ketchum Greater China has been a pioneer in the advancement of the public relations profession in China, under the leadership of Kenneth Chu, partner and CEO, and Betty Lo, president. Earlier this year, Ketchum bolstered its Asia-Pacific presence by taking a [majority ownership position](#) in the operation, which has been a Ketchum partner for more than 20 years. Just recently, the agency was recognized by the *Holmes Report* as [Greater China Consultancy of the Year](#).

In his new role, Fitzgerald will report to Chu and [Jon Higgins](#), Ketchum's senior partner and CEO of international operations. He joins a strong leadership team that also includes Lo; Chris Liu, partner and chief business officer, Ketchum Greater China; and Simeon Mellalieu, general manager, Hong Kong. Other executives in Ketchum Greater China

Ketchum Newscan Public Relations Ltd
凱旋先驅公共關係有限公司

33rd Floor,
Two Chinachem Exchange Square,
338 King's Road,
North Point, Hong Kong
香港北角英皇道338號
華懋交易廣場二期33樓

T: (852) 2566 1311
F: (852) 2510 8199
www.ketchum-newscan.com

Offices in:
North America
Europe
Asia Pacific
Latin America
www.ketchum.com

宏盟集團成員公司
An Omnicom Group Company

include Marian Ma, general manager, Taipei; Nick Wheeler, general manager, Beijing; and Joe Tong, general manager, Guangzhou.

Fitzgerald brings with him considerable international experience, having spent a great deal of time in Asia while at Mattel and Levi Strauss & Co. Fitzgerald joined Ketchum in 1999 as director of the Los Angeles office. He became a partner in 2001 and was named managing director of Ketchum West in 2004. He also is responsible for the agency's Global Corporate Social Responsibility practice, which he will continue to oversee in his new role.

Chapman will assume responsibility for the overall strategy of Ketchum West, including organic growth and day-to-day operations. He continues to report to [Lorraine Thelian](#), senior partner and director of Ketchum's North America operations.

Chapman joined Ketchum in 2004 and was named partner in 2007. In addition to his current role, he is a senior member of Ketchum's Global Food & Nutrition Practice, leads the agency's sustainability offering and actively provides senior counsel to a range of clients. Chapman is based in San Francisco.

###

About Ketchum

Ketchum is a leading global communications firm with operations in more than 70 countries across six continents. Named Greater China Consultancy of the Year 2011 (*Holmes Report*) Ketchum has colleagues that partner with clients to deliver strategic programming, breakthrough creative and measurable results that build brands and reputations. For more information on Ketchum, a unit of Omnicom Group Inc. (NYSE:OMC), visit www.ketchum.com.

###

Media Contact:

Portia Cheuk
Ketchum Hong Kong
+ 852 3141 8080
Portia.Cheuk@knprhk.com

Yvonna Law
Ketchum Hong Kong
+ 852 3141 8095
Yvonna.Law@knprhk.com