



## Press Release

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### **Juan Carlos Ortiz Jumps from Publicis/Leo Burnett to Omnicom's DDB Worldwide Former President of Leo Burnett North America to Lead DDB's Consolidated Latin Operations**

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**Date** 11/29/2007

**Location** New York

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**New York, New York, November 29, 2007** – DDB Worldwide has appointed Juan Carlos Ortiz President for all of DDB's Latin operations with responsibility for Latin America and U.S. Hispanic marketing, Chuck Brymer, President and CEO of DDB Worldwide Communications Group Inc, announced today.

The consolidation places the Latin American region and the U.S. Hispanic region under one central group leader. Prior to joining DDB, Ortiz, a recent inductee of the AAF's Advertising Hall of Achievement, was Co-President of Leo Burnett North America.

In his new position, Ortiz, 39, succeeds Steve Burton, 55, President of DDB Latin America since 2001. Burton will continue with DDB Latin America as Chief Operating Officer. Both Ortiz and Burton will be based in Miami.

In announcing the restructuring and the appointment, Brymer noted, "I could not be more excited to welcome Juan Carlos to DDB. Juan Carlos has a passion for creative environments, the creative process, creative people, the development of creative business solutions and the talent that drives them."

At DDB, Ortiz will be responsible for more than 1,700 professionals in more than 22 countries.

"DDB is the best of both worlds for me. DDB's people-centric culture, along with its passion for creativity, set it apart from its competitors, no matter their size or scale," Ortiz said. "As one of the world's top marketing companies, DDB delivers breakthrough creative across disciplines to



both large multinationals and local clients around the world. I look forward to building on this success with my team in Latin America and the U.S.”

Ortiz began his career in advertising as an assistant copywriter at Leo Burnett Colombia, where he worked his way up to creative director, a position he held from 1996 to 1999 when he was promoted to general manager. In 2002 he moved to Leo Burnett’s office in Chicago to assume the title of creative director worldwide. Ortiz returned to a Latin American role in 2005 when he became president of the region. In January of 2007, he was promoted to President of Leo Burnett North America. A multiple award winner at Cannes, Ortiz will be President of the FIAP 2008 jury.

DDB Worldwide Communications Group Inc ([www.ddb.com](http://www.ddb.com)) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to *Creativity* magazine in 2006. With more than 200 offices in over 90 countries, DDB provides creative business solutions for some of the world’s most prestigious brands.

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