

VMLY&R launches Global Commerce Accelerator Programme, supported by the EDB

Singapore/Asia, September 26 2022 – Global marketing agency VMLY&R Singapore is enhancing its Commerce capabilities with the launch of a Global Commerce Accelerator Programme in partnership with the Singapore Economic Development Board (EDB).

The Commerce Accelerator Programme will be based in Singapore and is aimed at developing Commerce and Commercial Advisory Services for the agency's clients around the world. It will bring to life three exciting new commerce innovation projects, including **IMPACT™**, an innovative In-Store Touchpoint planning platform, **OhMyCart™**, a disruptive path to e-commerce for small retailers and social sellers, and the agency's own **Commercial Growth Advisory**, a Data Driven Commercial Growth Consultancy for Incremental Growth.

VMLY&R will also ramp up its team in Singapore by appointing over 20 new hires across a variety of roles in Commerce Research & Innovation, including commercial consultants, commerce planners, data analysts and engineers, CRM specialists, cloud solution architects and more.

Each expertise area will be staffed by senior hires in Singapore, giving local talent the benefit of accelerated learning and exposure to other senior leaders within VMLY&R's global network.

The evolution of VMLY&R COMMERCE and the expansion of its Customer Experience and Commerce capabilities have been a major part of the network's considerable growth trajectory over the past two years, which saw revenues double and headcount triple.

Hari Ramanathan, Chief Executive Officer, VMLY&R South and Southeast Asia and Japan said: "Commerce is an integral part of our key service offerings. We believe that accelerating growth across not only the more traditional commerce channels that agencies have worked on, but expanding through Commercial Growth Advisory and Commercial Marketing, are key to converting an entire consumer journey at the point of sale, ensuring we not only have influence to get people there, but to complete the transaction as well. Anchoring the program in Singapore will allow us to enhance our capabilities quicker and at scale, and help Singapore remain at the forefront of the Commerce evolution."

Junie Fo, Vice President and Head, Commercial & Professional Services, EDB, said: "We are delighted to have VMLY&R launch their Global Commerce Accelerator Programme in Singapore, which will unlock new value for brands and create new opportunities for advertising and marketing talent. VMLY&R's new offering will further strengthen Singapore's position as an innovative global marketing hub."

PRESS RELEASE



The announcement follows news of VMLY&R's global union with VMLY&R COMMERCE (previously Geometry) and the elevation of **Nick Pan** to **Chief Commerce & Strategy Officer, VMLY&R Asia**, as part of the agency's commitment to Commerce as a continued catalyst for growth. Pan will lead VMLY&R's Commerce Accelerator Programme in Singapore, working closely with global **VMLY&R COMMERCE CEO Beth Ann Kaminkow**.

Beth Ann Kaminkow said: "Our ethos of creating Connected Brands is all about starting with Commerce-led Strategy, leveraging Brand Experience (BX) and Customer Experience (CX) to drive business growth and commercial outcomes for brands. We are excited to ramp up our Commerce capabilities by growing our team in Singapore, bringing our Commerce Innovation Projects to life for our clients in Singapore and beyond."

"This announcement positions Singapore at the forefront of Commerce for Asia, nurturing talent via our network, and supporting them to deliver innovative solutions to our clients on a global scale. With Nick at the helm, driving these new approaches, we will look for ways to scale across Asia and the globe to drive results for clients."

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About VMLY&R

VMLY&R is a global brand and customer experience agency that harnesses creativity, technology, and culture to create connected brands. Named a Leader in the Gartner Magic Quadrant for Global Marketing Agencies for five consecutive years, VMLY&R is made up of more than 12,000 employees worldwide with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney. The agency is behind award-winning campaigns for blue chip client partners including Colgate-Palmolive, Danone, Dell, Ford, Intel, New Balance, Pfizer and Wendy's. For more information, visit www.vmlyr.com. VMLY&R is a WPP company (NYSE: WPP).