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A GroupM Company

## PRESS RELEASE

July 8th 2011

### NEW APPOINTMENT AND PROMOTION FURTHER BOLSTER BUSINESS PLANNING AT MINDSHARE

LONDON — Mindshare has made two big appointments in the space race for control in the agency data and technology war.

Steve Plimsoll, formally Vice President – Global Consulting Services Europe at Acxiom, has accepted the newly created role of Chief Technology Officer for Mindshare Worldwide. He takes responsibility for all global data and systems and the company's global technology product.

Plimsoll is an award winning marketing technologist and brings a wealth of experience in marketing strategy, customer engagement, CRM, e-Commerce and disruptive technologies. Plimsoll will be based in London and will report to Nick Emery, Chief Strategy Officer for Mindshare Worldwide.

While with Acxiom, Plimsoll was responsible for the company's European Consulting services business, including the marketing strategy, business process and technology, analytics and consumer insight and agency practices, additionally his role involved defining; communicating and executing Acxiom's European corporate strategy alongside the EU CEO as well as significant focus on pan European M&A. Previously he held the role of VP Multi-Channel Marketing Services Europe at Acxiom where he was responsible for the email, sms, audience targeting, marketing database and campaign automation platform solutions. Prior to Acxiom Steven held senior roles at Futurebrand (Interpublic Group), Digitas (Publicis Groupé), Wunderman, Flytxt and OgivyInteractive.

Simeon Duckworth, currently Head of Business Planning for the UK, will be charged with further strengthening the company's data and analytics offering to all the markets. Duckworth, who has been with Mindshare for 10 years, has been promoted to Worldwide Head of Research and Data. He will focus on ROI, brand and media economics and consumer research. Duckworth will report into Marco Rimini, Head of Business Planning for Mindshare Worldwide.

Marco Rimini said: "I'm excited to be working with Steve Plimsoll and Simeon and look forward to taking our work to next level".

Plimsoll said "Mindshare's impressive reputation, depth of talent, client roster and passion for innovation puts it in poll position to be able to take advantage of the current blurring of the lines between owned and bought media and truly lead the industry in bringing together audience / base management and advertising targeting solutions. I'm looking forward to growing the business and working with Simeon and Marco to further strengthen the company's global data and technology function"

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**ABOUT MINDSHARE**

Mindshare is a global media and marketing services network with billings in excess of \$27.8 billion (source: RECMA). The network consists of 112 offices in 82 countries throughout North America, Latin America, Europe, Middle East, and Asia Pacific, each dedicated to forging competitive marketing advantage for businesses and their brands. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group.

**ABOUT GROUPM**

GroupM is the leading global media investment management operation. It serves as the parent company to WPP media agencies including Maxus, MEC, MediaCom, and Mindshare. Our primary purpose is to maximize the performance of WPP's media communications agencies on behalf of our clients, our stakeholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions. The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring competitive advantage to our clients and our companies.