



Matt Seiler
Global Chief Executive Officer
UM

Curious Insight: *Throughout his career, Seiler has been an account guy, a strategic planning person, an agency leader and an integration ombudsman. Upon being selected as a Media Maven by Advertising Age, Seiler quipped, “If someone like Matt Seiler can be a Media Maven, then the world is truly changing.”*

Surprising Result: *Seiler defines Curiosity as open-mindedness that leads to unexpected or surprising solutions. He is overhauling UM’s business processes not only to ensure that the agency maintains a high standard of curiosity in everything it does, but that employees are continually refreshed and challenged in curious ways.*

Matt Seiler joined UM as Global Chief Executive Officer in August 2008. A charismatic leader and thinker with a unique background, Matt is committed to redefining the scope of media service companies to include all forms of marketing communications. He believes in the importance of looking at clients’ businesses holistically, rather than through a media filter. Seiler is constantly reaching further to deliver clients smarter, more innovative work, and offers insights which are highly regarded throughout the industry by competitors and employees alike.

Before joining UM, Matt served as President and CEO of PHD North America, a position to which he was appointed in 2007, after serving three years as President of PHD’s U.S. operations. Under his leadership, PHD expanded its offerings significantly and enjoyed unparalleled growth both organically (Discovery Communications, Mitsubishi and Charles Schwab) and through the acquisition of numerous new clients (HBO, Overture Films, American Legacy and Safeway).

Prior to joining PHD, Matt held other substantial roles within the Omnicom Group network, including EVP, Chief Insight and Integration Officer for the holding company where he oversaw such business as the five divisions of PepsiCo and its 21 attending agencies. He was also Director of Strategic Planning at BBDO New York. While there, he provided strategic input and leadership for all of the agency’s brands, and ran the global Frito-Lay business. Before joining BBDO, Matt worked as a Senior Account Director at Goodby, Silverstein & Partners.

In 2005, Matt received *Advertising Age’s* prestigious accolade of “Media Maven” after just one year in the media discipline. At present, he also serves on a number of boards: The Salvation Army, the Global Effie Awards, the International ANDY Awards and the Miami Ad School.

When not engaged in any of the above, Matt relishes his time with wife Russyln their three daughters, Charlotte, Catherine and Hope and two wire-haired pointing griffons.