

[2.06.20] Sabina Gros appointed Executive Vice President of Unify and Chief Revenue and Publishers Officer France and Europe

Sabina Gros joins Unify on 2 June 2020 to take up the position of Executive Vice President and Chief Revenue and Publishers Officer France and Europe.

As Chief Revenue Officer, her role is to develop and deliver growth in Unify's advertising revenue via all channels: direct and programmatic sales, and data. The aim is to build global offerings by developing synergies between Unify's media packages and business solutions, giving agencies and advertisers – in France and across Europe – access to high-ROI solutions. She will be able to work closely with Unify's influencer marketing agency Ykone, programmatic ad trading desk Gammed, brand publishing agency Magnetism, and Vertical Station and Studio71 (brand content), as well as with TF1 PUB on TV/digital offerings.

To help power growth for all our communities, web publishers Auféminin, Doctissimo and Marmiton, each of them an iconic French online brand, will now report directly to Sabina. Her role is to develop, engage and lock in these communities by providing them with strong, engaged content.

Olivier Abécassis, CEO of Unify, says: *“Sabina's experience and expertise in heading up a media agency mean she is uniquely qualified to drive business development at Unify. Her knowledge of data and digital will be invaluable as we expand and engage our communities. I know that we can count on her passion for communication and her influence to take Unify's development to the next level. And she will be able to rely on the support of all the talented people that make up our Group as she tackles these new challenges. I wish Sabina every success in her new role.*

I would also like to thank Marie Le Guével – who is leaving Unify to pursue personal projects – for her contribution and unwavering commitment to the launch of Unify.

About Sabina Gros:

After graduating in political science and international relations from MGI-MO (Moscow) and IEP (Paris), Sabina began her career in 1998 at Publicis Moscow. From 1999 to 2006, she worked at MRM Worldwide (McCann). She was appointed Business Director at Rapp France in 2007, and in 2010 became Deputy Managing Director of Grand Union (Fullsix). In 2012, she joined the Dentsu Aegis group, where she was appointed CEO of Isobar in 2016 and then of Carat in 2017.

About Unify:

Unify brings together the TF1 group's expanding digital operations. Operating in France and internationally, Unify is home to a range of media brands and services: Aufeminin, Marmiton, Doctissimo, Parole de Mamans, MyLittleParis, Beauté Test, Les Numériques, Cnet, Zdnet, Gamekult, Vertical Station, Studio71, Magnetism, Ykone, Gammed!, and Unify Digital Factory.

A leader in key verticals (women, health, food and lifestyle), Unify reaches 48 million unique visitors in France through its brands (91% reach), and more than 100 million unique visitors in other countries.

As a top-rank digital group built around engaged communities, original productions, and popular events, Unify can leverage its strong expertise to help brands re-invent themselves through media, e-commerce, influencers, data, content, and social networks.

Unify companies operate in three core businesses: publishers, brand solutions and services, and social e-commerce.

The in-house ad sales arm, Unify Advertising, is a one-stop shop for agencies and advertisers to access all of Unify's media brands and services.

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