



PRESS RELEASE

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Havas Bolsters Global Data & Tech Leadership with Executive Appointments

Dan Hagen is tapped as Havas' Global Chief Data and Technology Officer to lead data & tech strategy across the global holding company

Jamie Seltzer succeeds Hagen as Havas Media Network's Global Chief Data and Tech Officer



Dan Hagen, Global Chief Data and Technology Officer of Havas and Jamie Seltzer, Global Chief Data and Technology Officer of Havas Media Network

Havas announced today the appointment of two senior executives to steward the company's future-forward data & tech agenda and accelerate its Converged strategy.

Dan Hagen is promoted to a group-wide role as Global Chief Data and Technology Officer. In his new remit, Hagen is responsible for the development of Havas' AI-powered Converged operating system, empowering the group's 23,000 people to work smarter and deliver integrated solutions to clients. He will also lead strategic data and tech alignment, governance, investments and operational excellence across all of Havas' operating units globally.

Hagen most recently served as Global Chief Data and Tech Officer of Havas Media Network where he developed best-in-class, audience-first data and tech capabilities across more than 100+ markets. Hagen's 25-year career spans technical and media practitioner roles, including launching the National Lottery's interactive platform, serving as Chief Strategy Officer at both iProspect and Carat UK, and developing [Havas Media Network's](#) Media Experience planning process.

"Data and technology are the cornerstone of our Converged global strategy – giving our people the tools, insights, and means of collaboration to supercharge our positive impact for clients," shared **Yannick Bolloré**, CEO and Chairman, Havas. "With his experience developing the Media Network's award-winning audience planning platform, and his collaborative work with partners to develop industry-leading data and insight capabilities, Dan is ideally suited to chart a powerful data and tech future that delivers for our people and clients."

Hagen is succeeded by Jamie Seltzer who is elevated to Global Chief Data and Technology Officer for Havas Media Network. Jamie is responsible for developing the Converged media product and roadmap, enhancing the network's overall data capabilities and fostering a data-driven culture rooted in driving meaningful business outcomes for clients. Jamie was most recently Global Executive Vice President, CSA & Media Experience Analytics. As part of her new role, Jamie will maintain her strategic oversight and leadership of [CSA](#), the global technology, data and analytics consultancy arm of HMN. Jamie brings to bear more than 20+ years of experience in data and tech leadership having also held roles at WPP and Publicis Groupe.

"Clients are demanding future forward agency partners who are data-led and outcome driven; Jamie has been critical to ensuring Havas Media Network is positioned to deliver on that promise," said **Peter Mears**, Global CEO, Havas Media

Network. “We look forward to seeing Dan and Jamie’s continued collaboration across the entire Havas ecosystem to accelerate the group’s broader Converged strategy and data and tech ambitions.”

Both appointments are effective immediately.

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About Havas

Founded in 1835 in Paris, Havas is one of the world’s largest global communications groups, with nearly 23,000 people operating in over 100 markets and sharing one mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. With inspired human ideas at the heart of this unique model, supercharged by the latest data, technology and AI, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building a diverse, inclusive, and equitable workplace, that prioritizes the well-being and professional development of its talents. Further information about Havas is available at www.havas.com.