

Marcy Q. Samet

Global Chief Marketing Officer, MRM//McCann

As Global Chief Marketing Officer for MRM//McCann, Marcy has led the agency through a period of explosive growth and expansion. Under her stewardship, the agency has achieved a proven track record of landing major wins, year over year. In addition to building the agency's Global Healthcare Practice, Marcy has added numerous Fortune 500 clients to the MRM//McCann roster. She has been essential in pioneering the agency's groundbreaking work in digital transformation, data and analytics, technology, and innovation on behalf of its clients.

Before becoming Global Chief Marketing Officer, Marcy served as Executive Vice President and Managing Director at MRM//McCann of New York and Princeton, where she focused on delivering marketing and communications solutions in a post-digital world, most notably landing The Home Depot business as Digital AOR. Previously, she had been a Vice President at Ogilvy & Mather where she launched the American Express Corporate Card business winning the Agency and Client a long string of achievement awards, before joining Gillespie as Executive Vice President, Client Services Officer. During her tenure at Gillespie, she pioneered the growth of that midsize, regional company through the dot com era and the digital boom, growing the agency from 59 employees to near 150, until its eventual purchase by MRM and IPG. Versed in many disciplines, Marcy has spent her career finding the potential in every opportunity for her clients through determination and digital innovation.

Marcy is a frequent speaker on topics that drive digital innovation at eyeforpharma Philadelphia, Cannes IPG Women's Leadership Breakfast, Mobile World Congress and MMS.

A proud graduate of the Bronx High School of Science, Marcy also holds degrees from the State University of New York at Albany and the New York University School of Continuing Education.