

**Laetitia Zinetti, Managing Principal, Media Management**

Ebiquity

Laetitia began her career in the Marketing team at Air Mauritius in Paris before joining Qantas. During her 7 years at the airline’s Marketing team in Paris, she planned and managed the execution of their multi-channel marketing activity. She spent over 3 years as European Media Manager for Nissan France devising strategy, managing budgets and agencies across Europe. She became MD of Ebiquity in France in 2010 before taking on a Strategic Development role in London 4 years later. She now heads up our growing Media Management capability globally, ensuring Ebiquity’s teams worldwide can meet advertisers’ growing demand for strategic media consultancy.