



# LAURA MANESS

Global CEO | Board Director | Operator of  
Multibillion Enterprises | Digital & AI Strategist

**NAMED '50 WOMEN TO WATCH' FOR CORPORATE BOARDS (2023)**

## TRANSFORMATIVE CEO & BOARD LEADER

**Laura Maness is a transformative CEO and global board leader** who has scaled and reshaped multibillion-dollar organizations at the intersection of creativity, technology, and human capital. A digital native from the earliest days of the internet, she has continuously advanced enterprise AI, data, and digital platforms to unlock growth for some of the world's most influential corporations.

As Global CEO of **Grey**—one of the world's most iconic \$1B+ creative agencies backed by **WPP**—Laura has led a global workforce of 5,000 people across six continents, embedding AI-driven systems into operations and guiding governance, strategy, and programming at board level.

Previously, as CEO of **Havas** New York and North America, she steered a cultural and financial turnaround that made it the first major network agency certified as a B Corp, while delivering double-digit organic growth and industry-leading recognition. Her board service spans enterprise AI (**Alembic Technologies**), consumer and retail (**Tory Burch Foundation**), standards and governance (**B Lab U.S. & Canada**), and industry leadership bodies including the **4As** and **ACT Responsible**. She is also Co-Chair of **50/50 Women on Boards** in New York and a founding member of **Chief**. In these roles she has chaired or served on Governance, Finance and ESG Committees—helping organizations align bold innovation with disciplined oversight. Previously, Laura also served on the Board and Executive Committee of **SOS Children's Villages**, the world's largest NGO supporting orphaned children, and as an Advisory Board Member for Loyola University Chicago's School of Communication—strengthening its industry alignment and curriculum.

A frequent keynote speaker (CES, Economist, Ad Age, HBR, ANA), Laura brings deep experience, awards, and recognition in:

**Enterprise AI adoption** — guiding companies to integrate predictive intelligence into decision-making

**M&A; and post-merger integration** — minimizing disruption while capturing value

**Global workforce transformation** — advancing inclusion, sustainability, and talent mobility

**Venture-backed scaling** — advising entrepreneurs and investors through commercialization and growth

Her leadership philosophy is rooted in creativity, empathy, and performance. Laura is a Wholehearted leader who balances bold vision with operational rigor—helping boards and corporations unlock transformative growth while delivering sustainable impact for people, planet, and shareholders.

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New York, NY

## EDUCATION

### Harvard T.H. Chan School of Public Health

2021 Certificate

### Harvard Business School

Sustainable Business Strategy  
2021 Certificate

### Stanford Law School — Directors' College

2021 Board Governance Certificate

### Loyola University Chicago

BA, Communication & Marketing  
1995-1999

## AWARDS

- *Chief* — New Era of Leadership Award 2025
- *Creativepool* — Creative Leader of the Year & Top 25 CEO
- *Campaign* — Inspiring Women Leading The Charge Honoree & US Female Frontier Honoree
- *Cannes Lions* — Ad Industry Champion of Good
- *She Runs It* — Changing The Game 'Quantum Leap' & Working Mother of the Year



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## EDUCATION

### Harvard T.H. Chan School of Public Health

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### Harvard Business School

Sustainable Business Strategy  
2021 Certificate

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2021 Board Governance Certificate

### Loyola University Chicago

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1995-1999

## BOARD EXPERTISE

Enterprise AI & Data Strategy

CEO P&L; Turnaround Leadership,  
Global Workforce Management

Corporate Governance & ESG  
Oversight

M&A; and Post-Merger Integration

Venture-Backed Scaling & Growth

Board Committee Leadership  
(Governance, Finance,  
Sustainability)

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## VALUE-ADDED EXPERIENCE FOR BOARDS

**Laura Maness is a transformative CEO and global board leader** who has scaled and reshaped multibillion-dollar organizations at the intersection of creativity, technology, and human capital. A digital native from the earliest days of the internet, she has continuously advanced enterprise AI, data, and digital platforms to **unlock growth for some of the world's most influential companies.**

## BOARD & CAREER CHRONOLOGY

**Board Director** 2023 – Present  
Tory Burch

- Serves on TBF Governance Committee; supporting extraordinary women entrepreneurs on a mission to add \$1B to the economy by 2030.

**Independent / Founding Board Director** 2020 – Present  
Alembic Technologies, Inc.

- Independent board director of \$700MM+ VC-backed enterprise AI platform; investors include Accenture, Prysm Capital, WndrCo, Silver Lake Waterman.
- Served as early-stage network catalyst for Village Global accelerator.
- Guided commercialization of proprietary AI tech and NVIDIA supercomputer.

**Global CEO** 2022 – Present  
GREY (WPP)

- Led turnaround of \$1B global ad agency network backed by NYSE: WPP PLC
- Sixth CEO in Grey's 105-year history and first woman in the role.
- Grew topline revenue, increased margin from single digit to over 20% in less than 2 years, and led global team of 5,000 people across 6 continents.
- Embedded WPP Open enterprise AI system into workflows.
- Named to Newsweek's Top 100 Global Most Loved Workplaces.

**CEO, President, Chief Growth Officer NA** 2013 – 2022  
HAVAS GROUP (Havas NV)

- Led \$500MM+ flagship agency with full P&L in NY; 70% new business win rate.
- Drove 20-30% YoY organic growth; earned global B Corp certification.
- Managed M&A integration of Annex88; led Havas CX with 1,800+ specialists.

Additional Board Director experience with 4As, ACT Responsible, and previously with B Lab US & CAN, SOS Children's Villages, and Grid News Bureau.

## REFERENCES

### Dan Rosensweig

Board Director / CEO

**Phone:** +1 408-431-5149 (EA: Nina T.)

**Boards:** Chegg, Adobe, Inc., VOX Media

### Tesa Aragones

Board Director / CEO

**Phone:** +1 503-724-5517

**Boards:** Polaroid, DAVE, Tillys