

Jean-Francois Thery

Client Partner

Singapore, Singapore | [LinkedIn](#)

I've always liked the bit before there's a plan.

A client can feel that something is changing; a new technology means a new shift in behaviour, platforms and communities. They know they need to respond; they just haven't worked out how.

My job is to get the right people in the room, find the real problem and help turn it into something real: a new service, a team, a partnership or a way to grow.

Over 15+ years across APAC, that has meant building two agencies, creating new offers and growing client partnerships.

Today, I lead Growth & Transformation for Publicis Groupe's creative business across Southeast Asia.

I'm fascinated by the point where something new stops being a novelty and starts changing everyday life.

EXPERIENCE

Client Partner, Growth & Transformation (SEA)

Jun 2025 — Jun 2025

Publicis Groupe Singapore

Singapore

Leading the growth of our Creative Brands and Launching new capabilities across SEA

□ Publicis Play, Gaming, Web3 (Est 2022)

□ Publicis Chemistry, Social first practice (Est 2023)

□ Specialist & Content AOTY - SEA 2025

□ Social AOTY - SEA 2024)

Strategic Advisor, Speaker, Panelist, Host

Jan 2019 — Present

Self-employed

Singapore

I speak and advise at the intersection of culture, creativity and technology — from Social-first to AI and Web3 to gaming and new community ecosystems.

Across Publicis clients and early-stage ventures, I guide teams on product-market fit, GTM pathways, channel partnerships and engagement models that turn innovation into results, not just noise.

Strategic Advisor, Speaker, Panelist, Host

Jan 2019 — Present

Unknown

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Managing Director, Singapore

Apr 2016 — Dec 2021

UltraSuperNew K.K.

Singapore

After building USN Singapore, I shifted into a group-level role to scale the whole business across Asia.

I led our commercial, venture, and growth practice, built regional pipelines, and opened new conversations with global brands looking to break into new categories.

Even in a pandemic year, we grew top-line revenue by 12% and launched three new divisions — Gaming, Sustainability Comms, and Crypto marketing, expanding USN's footprint into the future of culture.

Senior Digital Producer

Sep 2015 — Mar 2016

Digital Arts Network Singapore

Singapore

Back to school. Project managing the groupe's key clients and hustling creatives for work while studying at night for my MA

Co-Founder | Head of Digital

Nov 2013 — Sep 2015

Elementary Pte Ltd

Singapore

Left the agency network to hustle full-time. Made many mistakes but learned a lot.

Digital Project Manager

Jul 2013 — Mar 2014

Tribal Worldwide

Singapore

Digital Project Manager

Jul 2012 — May 2013

Cheil Singapore Pte Ltd

Singapore

Digital Project Executive

Dec 2011 — Jul 2012

TEQUILA\

Singapore

Digital Creative Lead

Sep 2009 — Dec 2011

Big 3 Productions

Singapore

EDUCATION

Hyper Island

Jan 2015 — Jan 2016

Master's Degree in (M.A.) in Digital Media Management, Business transformation; Systems & Design Thinking

Embarking on a transformative journey to become adaptive, collaborative and creatively driven, empowered to go beyond conventional thinking and to build value-based solutions to the challenges of today's ever changing digital landscape

MA Thesis:

Driving Business transformation and organisational change: Building Agility within teams

CERTIFICATIONS

Encore Premier Leadership Development, Publicis Groupe APAC

Nov 2025

Le Grande Studio, Publicis Groupe APAC

Jun 2024

Independent agency of the year - Silver (Japan/Korea), CAMPAIGN ASIA-PACIFIC AGENCY OF THE YEAR AWARDS 2020

Nov 2020

PSCMC - Singapore Certified Management Consultant, SPRING Singapore

Jan 2017

Agile Expert Certificate of Proficiency, SCRUM

Jan 2016

SKILLS

Commercial Management · People Management · Leadership Development · Growth · Digital Media · Digital Strategy · Digital Marketing · Advertising · Social Media · Creative Strategy · Content Strategy · Integrated Marketing · Social Media Marketing · Project Management · Online Advertising · Marketing Strategy · Brand Management · Strategic Communications · Interactive Advertising · Strategy · Branding · Brand Development · Interactive Marketing · Concept Development · Brand Architecture · Business Transformation · Business Development · P&L Management · Business Strategy · Go-to-market Strategy · International Business Development · Gaming Industry · Leadership · Management · Team Leadership · Team management · Strategic Partnerships · Creative Direction · Communications Strategy · Marketing Communications · New Media · Brand Equity · Campaigns · Digital Business Development · Business Operations · General Management · Systems thinking · Commercial · Agency Development · Marketing