

**Christian Juhl**  
**Global CEO, GroupM**  
**Biography**

Christian Juhl is the Global CEO of GroupM, the world's leading media investment company. GroupM helps companies around the world deploy their advertising in ways that drive revenue growth, brand engagement, and marketing transformation.

As CEO, Christian has led the transformation of GroupM into a data and technology-enabled organization designed to help companies compete and grow in a changing global economy and media ecosystem.

Passionate about innovation and advertising, Juhl has focused GroupM on shaping the next era of media investment by developing new capabilities and solutions in emerging fields, like AI-enabled programmatic advertising, creator marketing, entertainment, and commerce. The company seeks to improve the experience of advertising for people by making it more relevant and less interruptive, ultimately delivering more value to consumers, advertisers, and publishers.

Born into a military family with roots in the Midwest United States, Juhl grew up around Air Force bases in Guam, New Hampshire, and Alaska before moving to California. After studying at UC San Diego, he taught English in a small Japanese city for two years before beginning a career in technology and advertising. Juhl worked in client services and leadership roles at GE Capital and digital agency Razorfish for nearly two decades, before becoming CEO of the data and measurement-driven agency Essence (now EssenceMediacom) in 2013. In 2019, he was appointed Global CEO of GroupM to help drive the organization's technological transformation.

Christian is an outdoorsman who enjoys fishing, mountain biking, and hikes with his teenage son and their dog, Cash. He is a member of the WSJ's CEO Council and has served as a media advisor on partner councils for Amazon Advertising, X, and Snap.