

## COMvergence appoints Ron Pullem as Head of Advertiser Relationships

**PARIS, May 14, 2025-** In line with its on- going expansion plans COMvergence has appointed Ron Pullem as Head of Advertiser Relationships (based in Tokyo). Pullem brings with him a wealth of 30 years of senior global media management experience, including Head of Global Media, Sony Corporation, Head of International Media, The Coca-Cola Company, and Head of International Media, McCann WorldGroup, bringing a mix of both client and agency expertise.

His appointment is a step forward in strengthening COMvergence' growing advertising relationships, it may be recalled that Paris based leading global research firm made 4 senior strategic appointments last year in LATAM, MEA, DACH and Southern Europe.

Pullem, said, *"I'm very excited by what COMvergence has achieved under Olivier's vision and leadership and looking forward to joining the COMvergence team of globally, accomplished professionals"*

Commenting on his appointment, Olivier Gauthier – Founder, Global CEO – COMvergence, said, *"We are truly thrilled to have Ron joining and complementing our diverse and highly-talented team. Ron will be leading relationships with our global advertiser clients. There is no doubt that his experience and in-depth knowledge of the advertising landscape, and more particularly the media functions both on the agency and advertiser sides will enable COMvergence to continue to strengthen its position as a leading research firm - providing media and procurement directors from the world's largest advertisers exclusive data and insights to help them make better decisions for their businesses."*



### About COMvergence

Founded in 2016, COMvergence is a leading global research firm specializing in providing in-depth and actionable insights into the media and marketing landscape. Through its comprehensive reports, interactive tools and data analytics, COMvergence helps advertisers, agencies, consulting firms, digital advertising platforms, among others to gain a clearer understanding of the competitive landscape, agency performances and key industry trends. Over the years, COMvergence has become an industry standard and the authoritative destination for the most trusted and independent research and data consultancy - using tangible measurement metrics to provide market intelligence, high-quality reference data and benchmark studies on media spends and media agencies across 50 countries.

[www.comvergence.net](http://www.comvergence.net)