

COMvergence appoints Scott Grenz as Head of US Operations



PARIS, August, 27 2025/ — Scott Grenz has just joined COMvergence as Head of US Operations – based in New York. Scott is a seasoned Media expert, with more than 30 years of global experience in areas such as strategy, digital, design and implementation of fit-for-purpose media agency models and building world-class internal Media teams. Scott led Global Media at GSK and held similar positions at J&J and Pfizer. In 2021, Scott founded Genco Pura Media, a media advisory company serving Advertisers, Media Agencies and Media Sellers providing strategies and practical solutions to all phases of the Media Ecosystem.

Grenz, said, *“This is the perfect time to join Olivier and the COMvergence team to accelerate growth in the US. More than ever, our industry needs reliable, objective data and insights for informed decision making. As a one-time client of COMvergence, I have seen the value first-hand and am excited to contribute to their continued success.”*

Commenting on his appointment, Olivier Gauthier – Founder, Global CEO – COMvergence, said, *“We are incredibly proud to welcome Scott to our multicultural and highly-talented Team. With his strong reputation in the advertising and media industry, Scott brings a wealth of experience and expertise that will be invaluable as we accelerate our growth in the United States — working hand in hand with advertisers, agencies, media vendors, and leading digital technology platforms.”*

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About

COMvergence is a global research and intelligence firm, founded in 2016, that specializes in providing deep insights into the media and advertising landscape. It provides trusted insights on agency billings, new business performance, client–agency relationships, acquisitions, and talent moves. COMvergence has become an authoritative source of transparency and analytics in the MarCom industry—trusted by advertisers, media agencies, consultancies, and digital tech platforms.

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