

In her current role, Arnetta Whiteside's responsibilities span across developing and distributing research and thought leadership, developing training materials and working with external vendors partners and internal leaders and employees to increase the visibility of the significant work the Cultural Quotient multicultural practice has achieved within the organization and on behalf of its clients.

Arnetta helps companies successfully enhance their organization through redefining the value of their human capital and how it is defined, measured and managed. She has also made it her mission to change the narrative around Multicultural from Hispanic only, to include a wide spectrum of cultures including Black, Asian, LGBTQ and differently-abled people. She has developed a series of initiatives to introduce Publicis Media teams to the basics of multicultural marketing and strategy, relevant industry topics and key multicultural players.

She is national co-chair for Publicis Groupe's business resource group (BRG) VivaWomen of Color, where she has increased active market participation by 233% and increased employee membership by 267%.

Arnetta is the recipient of Advertising Week's inaugural 2019 Future is Female Award and has been named a 'Rock Star' by AdClub of New York via its 2020 Icons, Rock Stars and Innovators list.