

Hayley Diamond

EVP, U.S. Digital Investment & Partnerships
Publicis Media Exchange (PMX)

As EVP of Digital Investment and Partnerships at Publicis Media Exchange (PMX), Hayley Diamond has the important task of representing the needs of all Publicis Groupe clients to the marketplace. She manages Publicis Media's digital components at the annual TV Upfronts, helping clients shift their linear investment into digital platforms. Whether it's key investment opportunities, omnichannel partnerships with trusted premium publishers and networks, or ensuring clients have the right access to partner offerings including data, unique innovation opportunities, optimum commercials and more, Diamond does it all.

Diamond has brought new, innovative ad offerings to clients such as Kellogg's, Georgia-Pacific, Maker's Mark, Chase and Wingstop, and has negotiated Publicis Groupe as the exclusive partner for a variety of opportunities, including Hulu's Binge Ads product. She has continued to educate clients on non-linear offerings, helping clients move to true, cross-screen experiences to reach broader audiences spanning the pharma, CPG, auto, retail, tech and liquor industries.

She also proactively works with key partners in the TV and video space to ensure clients understand and are able to take advantage of the benefits of true, data-driven, targeted delivery on premium CTV inventory. Through this collaborative effort, she enables better measurement, smarter retargeting, access to premium inventory and delivery of incremental reach – modernizing the approach to TV advertising and guiding clients with non-linear ad platforms.

Diamond joined Publicis Media in 2007 as a Media Associate at Starcom and subsequently rose through the ranks in roles spanning digital strategy and marketplace solutions. In her most recent position as Head of Digital Strategy and Marketplace Solutions at Spark Foundry, Diamond oversaw and developed the agency's partnerships within the digital marketplace. She worked closely with investment leads to ensure a holistic marketplace strategy and approach.

As an established industry leader living in New York City, Diamond can be found exploring the city, practicing yoga or eating at her favorite sushi spot when she's not in the office.