

Jean-Philippe (JP) Maheu is the VP of Global Client Solutions at Twitter, where he leads Twitter's relationships with its top marketers and manages a team of industry & regional leaders. Prior to this role, launched the Global Brands team at Twitter and led the global expansion of Twitter Brand Strategy and Agency Development teams.

Maheu joined Twitter in 2013 through the acquisition of SocialTV analytics company Bluefin Labs, where he was CEO. Under JP's leadership, Bluefin achieved remarkable sales traction with leading brands and strengthened its market leading position.

Prior to Bluefin Labs, JP served as the Global CEO of Publicis Modem, the digital marketing unit of Publicis Worldwide. Maheu also held positions as both the Chief Digital Officer of Ogilvy & Mather, where he was responsible for digital growth and innovation across the company's operating units, and CEO of Razorfish, where he led the vision, strategy and growth of the company.