

*John Elliott
VP, Commerce Director
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John Elliott leads the Commerce Practice for PSOne, the Publicis Power of One agency for Smuckers. With a background across shopper marketing, tech start-ups, and e-commerce, John has led innovative shopper and retail marketing programs for clients including Coty, The Hershey Company, Procter & Gamble and Diageo. Before joining the Publicis family, John led Business Development for TPN, an Omnicom Retail & Commerce Agency. He previously served as an adjunct professor at the Fashion Institute of Technology in New York, teaching Shopper Marketing & Sales Promotion and remains involved with the curriculum today. Outside of the office, he is an avid trail runner, cyclist, and skier and is always plotting his next adventure in the mountains.