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Havas Health & You strengthens global partnerships with new appointments

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Mumbai based Havas Health & You, the health and wellness division of Havas Group India, with the intention to propel this growth and strengthen meaningful global partnerships, has announced the elevation of Susan Josi as Managing Director of Havas Health & You- SEA & Middle-East, and Sangeeta Barde as Managing Director of Havas Life Sorento, with immediate effect. Susan and Sangeeta have been at the helm of Havas Health & You's APAC-based agency since the network's acquisition of Sorento.

Susan is best known throughout the network for her proven success in driving the Havas Village model in India and for her development of the agency's global client roster in the SEA and Middle-East regions, where Havas Health & You presence continues to grow and strengthen on a daily basis.

Commenting on her new role, Josi says, "The landscapes are changing dynamically and there is an intensified importance being placed on health and wellness. Our capabilities in these areas have grown to a point where it makes sense to have consistent regional leadership as health brands prioritise their presence in these markets."

Sangeeta is most known for her achievements including the coordination of a platform that deeply integrates creative, media, digital, and data systems in domestic and global markets. Barde will drive the success model for offshoring and achieving strategic and impactful globalisation initiatives.

On stepping into her new role, Barde says, "I am looking forward to leaning into the vast digitisation opportunities in our data and media centres and working to perfect new and simplified content creation models. Deep collaboration with groups and partners domestically and internationally is a necessary and exciting endeavour.”