

[21317002]



Alexander Brody , 56 , will take on the newly created position of president of the world-wide agency and chief executive of its international operations .

[21317014]

He had been president of the international operations .

[21317015]

Mr. Roman also had overseen Ogilvy Group 's two other units , the Scali McCabe Sloves advertising agency and its research division , but those units will now report directly to WPP .

[21317016]

Mr. Roman appears custom-made for the American Express job .

[21317017]

Known as a traditional executive , he is very much in the conservative American Express mold .

[21317019]

He also is close to American Express 's chairman and chief executive officer , James D. Robinson III .

[21317020]

Aside from working with Mr. Robinson on the American Express advertising account for about 11 years , Mr. Roman serves on several of the same charities and boards as Mr. Robinson .

[21317021]

The abrupt management change sparked widespread speculation that Mr. Roman had been pushed out of Ogilvy 's top spot by Mr. Sorrell .

[21317022]

But Mr. Roman flatly denied the speculation , saying Mr. Sorrell had tried several times to persuade him to stay , offering various incentives and in one instance sending a note with a case of wine (The wine , naturally , was Seagram 's brand , an Ogilvy client) .

[21317024]

The implication that I was pushed aside would n't be accurate , " Mr. Roman said .

[21317025]

Mr. Sorrell , traveling in the Far East , could n't be reached .

[21317026]

Mr. Roman said American Express 's Mr. Robinson first approached him about the job in late September .

[21317027]

According to industry executives , Peter Sutherland , a former European Community commissioner from Ireland , was also a serious contender for the American Express job .

[21317028]

Although it ultimately was n't offered to him , he will on retainer to American Express as an adviser on international matters .

[21317029]

After talking on and off for the past four weeks , Mr. Roman said , he agreed to take the job because " it 's the right time , it 's a terrific opportunity , and I think I leave the company in very strong hands .

[21317030]

It was my decision , not anyone else 's . "

[21317031]

Mr. Roman also brushed aside reports about infighting between him and Mr. Phillips , his successor at Ogilvy .

[21317032]

The two executives could hardly be more different .

[21317033]

Mr. Roman comes across as a low-key executive ; Mr. Phillips has a flashier personality .

[21317035]

Industry executives say that although the two executives used to clash more frequently , the WPP takeover brought them closer together .

[21317036]

" I 'm the guy who made him head of New York , head of the U.S. , president of North America , and recommended him [to Mr. Sorrell] as my successor .

[21317037]

Would I have done all those things successively if I did n't think he was the right guy ? " Mr. Roman asked

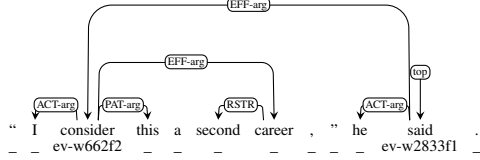
[21317038]

He labeled reports of friction " ridiculous , " and said that he spent part of the weekend on Mr. Phillips 's boat in Connecticut .

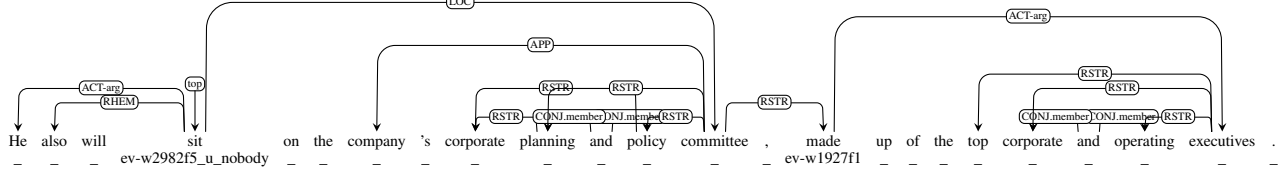
[21317039]

Mr. Roman will oversee American Express 's public relations and government affairs , among other things , but he wo n't be involved in its advertising , which is handled by the operating units .

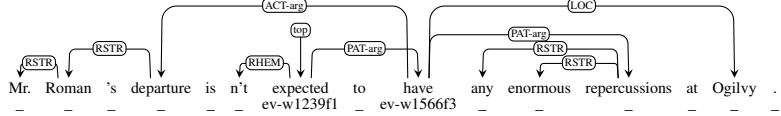
[21317040]



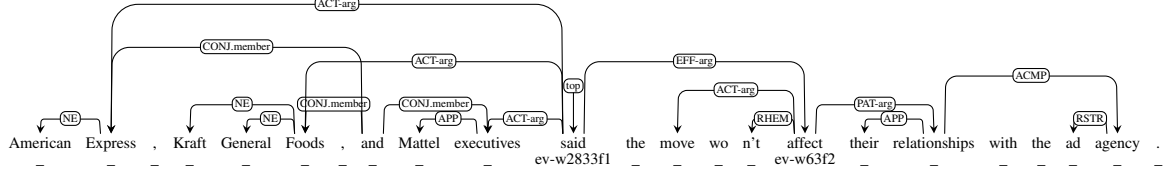
[21317041]



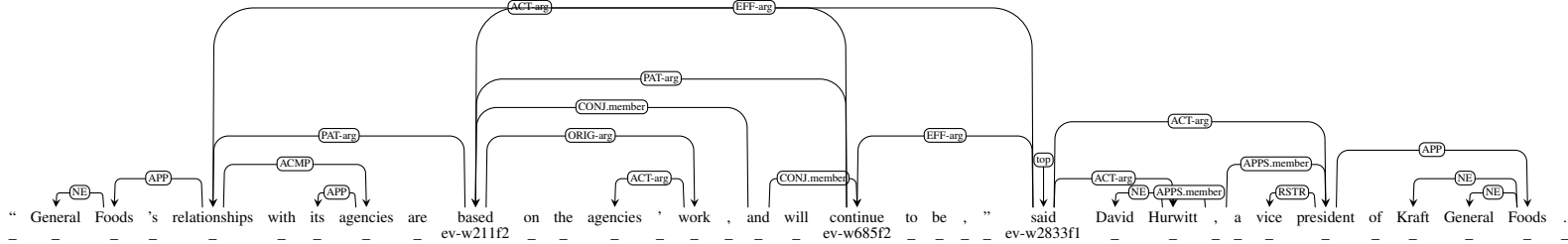
[21317042]



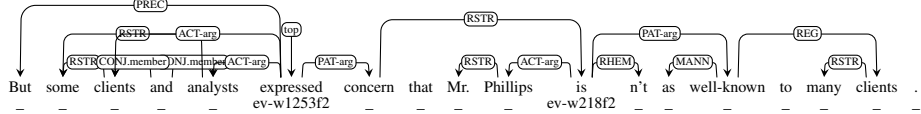
[21317043]



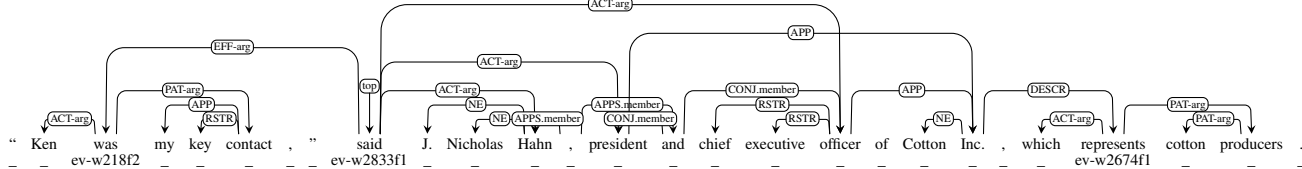
[21317044]



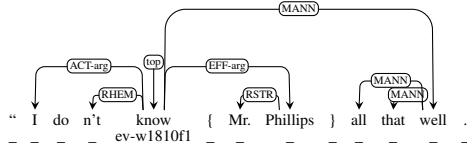
[21317045]



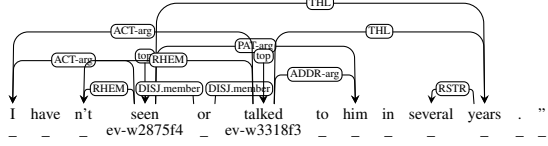
[21317046]



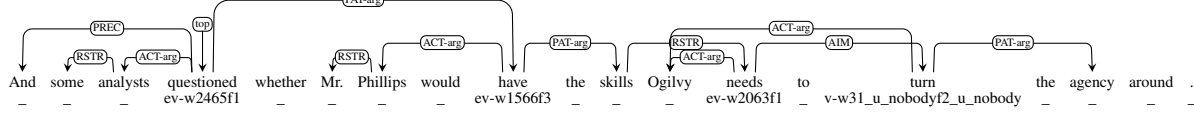
[21317047]



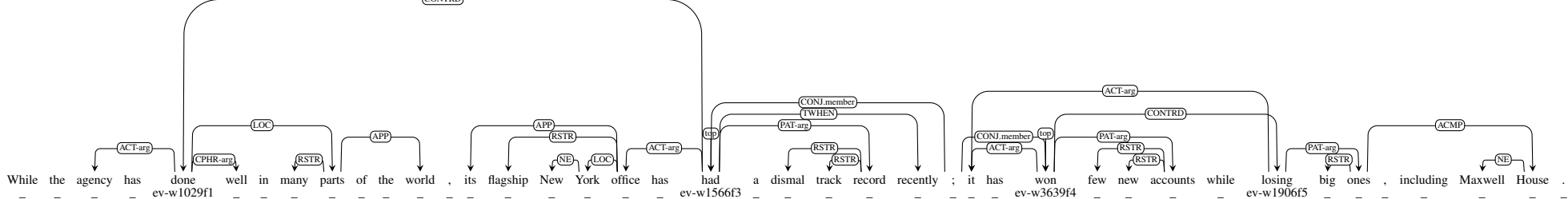
[21317048]



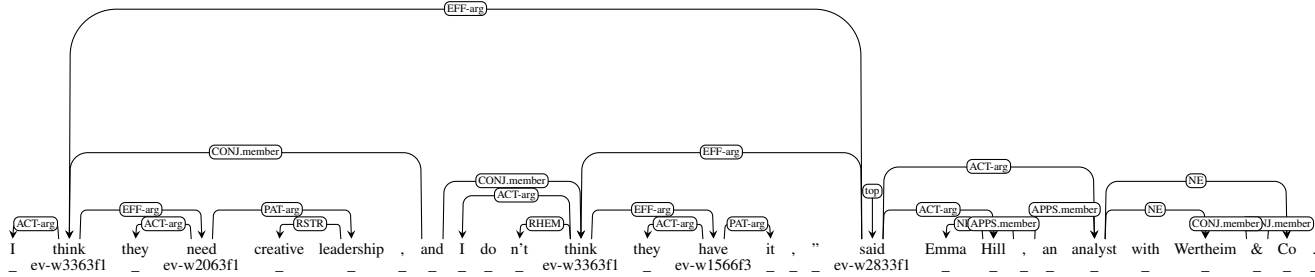
[21317049]



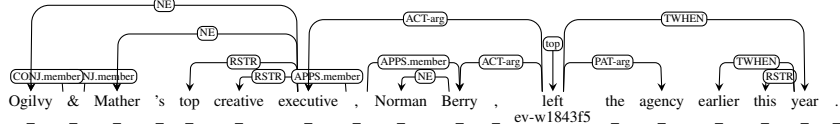
[21317050]



[21317052]



[21317053]



[21317054]

