

DIGITAS

BIOGRAPHY

Laura Lang

CEO, Digitas

As CEO of Digitas, Laura leads the largest digital agency in the world, with over 3,000 employees in 32 offices across 19 countries, and is a member of the Publicis Groupe executive committee and the VivaKi Board of Directors. Since taking the helm in 2007, the agency has achieved the two best years of new business growth in its history, adding more than 90 new clients worldwide in 2009.

Under Laura's leadership, Digitas has expanded its global footprint with new offices in Australia, Brazil, India, Singapore, and Sweden and has become one of the leading buyers of digital media worldwide. In addition, the agency has been recognized on Advertising Age's A-List and as an Agency of the Year by Festival of Media, OMMA Magazine, Adweek Magazine, BtoB Magazine, Les Agences de l'Année (Best Interactive), and Medical Marketing & Media.

Prior to being named worldwide CEO of Digitas in 2008, Laura led operations in the U.S. and helped grow the agency to be recognized as a leading digital marketing agency. Appointed to this role in 2004, she previously led the Digitas New York office, and additionally played a key role in the agency's Initial Public Offering.

During her 20-plus years in the marketing communications industry, Laura has garnered experience in brand management, corporate strategy, and strategic consulting. Prior to joining Digitas in 1999, she was president of Marketing Corporation of America, providing strategic consulting services to clients in the pharmaceutical, technology, entertainment, and financial services industry. Previously, she led the consulting practice at Yankelovich Clancy Shulman, providing strategic marketing services to Fortune and Service 100 clients. Before becoming a consultant, Laura worked in strategic planning for Pfizer Pharmaceuticals, as well as product management at Bristol Myers and the Quaker Oats Company.

She serves on the advisory board of the Tufts University Entrepreneurial Leadership Institute, the Board of Directors of Benchmark Electronics, and co-chairs "The One Hundred," a committee dedicated to raising awareness and funds for the groundbreaking work being done at the Massachusetts General Hospital Cancer Center.

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A summa cum laude graduate of Tufts University, Laura holds an M.B.A. from the University of Pennsylvania Wharton School of Business.

A sought-after industry speaker, she has been honored by Advertising Age's Women to Watch 2007, BtoB Magazine's Who's Who (three years in a row), and Women's Business Boston. She is also a member of the Global 50.