

DIGITAS

BIOGRAPHY

Seth Solomons

Global Chief Marketing Officer

Seth Solomons, Global Chief Marketing Officer, has been at Digitas for 10 years. He is a member of the Digitas Global Executive Board. He drives the agency's growth efforts across both core client upsell and net new business. He also is responsible for the agency's offering strategy, leading the Marketing, Media, Technology, and Strategy and Analytics capabilities.

Seth is a seasoned integrated marketing professional, having led a broad range of client engagements. Currently, Seth is the global relationship lead on both the Samsung and Delta accounts, and has built much of the infrastructure and operations needed to enable Digitas to manage global client business. He has led work with clients such as Nike, American Express, AOL, and Pfizer. Seth has traditional advertising, digital, direct, and partnership marketing experience.

Seth was named as one of the Top 40 Under 40 by *Ad Age* in July 2007.

Prior to joining Digitas, Seth spent eight years at Wunderman Worldwide. He worked with several established brands, including Diners Club, Clairol Professional, Nabisco, AstraZeneca, and Philip Morris, developing customer-centric marketing programs against acquisition, retention, cross-sell, win-back, and new product development goals.

Seth is a graduate of Syracuse University. He, his wife Laura, and their two daughters live in Rye Brook, New York.