

# DIGITAS



International Association  
of Internet Professionals

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## DIGITAS' ASHLEY SWARTZ JOINS ADVISORY BOARD OF INTERNATIONAL ASSOCIATION OF INTERNET PROFESSIONALS

NEW YORK - January 18, 2011 - The International Association of Internet Professionals (IAIP) announced today that Ashley J. Swartz, Senior Vice President, who leads the Samsung.com business at [Digitas](#), the leading global integrated brand agency, has joined the IAIP's Advisory Board.

Prior to her current role, Swartz was the North American Interim CEO for Ag8, Ltd. and as SVP, Managing Director of Emerging Media at PHD. She has also held positions at Double Fusion, Eiko Media, Inc., Sony Ericsson Mobile Communications, and SPK2ME Communications in the Netherlands. In addition, Swartz has a decade of experience living abroad as an expatriate developing and leading global businesses in telecommunications, digital content and brand marketing.

A thought-leader in the industry, Swartz regularly presents and speaks on bridging media and marketing with the ever-changing digital landscape and emerging models of monetization for content and advertising. She will be participating in the upcoming Media Summit New York on March 9-10, 2011 on Strategic Relationships: TV, Broadband, 3D, Advertising and Devices - All Video All the Time.

"Ashley's international experience and knowledge of the digital industry will certainly be an asset as the IAIP continues to grow," says Jonathan Sackett, founder and Chairman of the IAIP. "We're excited to welcome Ashley to the IAIP team and look forward to a great year ahead."

"The IAIP connects industry influencers and is an incredible educational resource helping guide marketers and companies in the digital age. I am honored to be a voice for the organization and to foster and lead the industry in embracing the technology of today and innovation of tomorrow," said Swartz.

The IAIP, which launched [www.internetprofessionals.org](http://www.internetprofessionals.org) late last year, also has representatives from Google, AOL, Gawker Media and the Web Analytics Association on its Advisory Board.

With a membership consisting of individuals from over 70 countries, the IAIP strives to provide an international online community that connects Internet professionals across the globe, breaking down the barriers of borders and translation. The site fosters the sharing of best practices, allows members to contribute content and provides industry news.

The IAIP is currently seeking content contributors, association partners and sponsors. If interested, please contact [info@internetprofessionals.org](mailto:info@internetprofessionals.org).

### About IAIP

The International Association of Internet Professionals (IAIP) is a nonprofit association organized to provide professional networking and a forum for the common interests of individuals in the digital community. It will benefit businesses, organizations and institutions involved in the

development of marketing and advertising initiatives, software, hardware and other tools required to improve the usefulness of the internet around the globe.

IAIP is the brainchild of Jonathan Sackett and Azher Ahmed, who created the organization and directed the production of the site. Sackett and Ahmed currently serve as Executive Vice President/Chief Digital Officer and Senior Vice President/Director of Technology at The Martin Agency, headquartered in Richmond, VA.

[www.internetprofessionals.org](http://www.internetprofessionals.org) | Twitter: [@internetprofs](https://twitter.com/internetprofs) | Facebook: [IAIP Fan Page](#)

### About Digitas

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the Festival of Media, OMMA Magazine, Promo Magazine, BtoB Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards

Digitas also operates the brand content platform, The Third Act:, producers of first and most well renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and, Prodigious Worldwide, the world's only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: [www.publicisgroupe.com](http://www.publicisgroupe.com)

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