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DIGITAS WELCOMES DAVE NOTTOLI AS SENIOR VICE PRESIDENT/HEAD OF ACCOUNT PLANNING

Agency Hires Branding Veteran to Lead Planning Team

Boston - For Immediate Release - Heath Rudduck, Executive Creative Director, Digitas, (www.digitas.com) today announced the hiring of Dave Nottoli as Senior Vice President/Head of Account Planning for the agency's Boston office. Reporting to Rudduck, Nottoli will oversee planning across the region's client base and will play a key role in new business efforts. He replaces Chris England, who recently moved to London as Global Strategic Planning Director for the agency.

"Dave is a true believer in juicy insights, talent development and deep collaboration," Rudduck said. "I am particularly excited about the 15+ years of brand strategist experience and the sensational mix of brands and categories—from fashion and CPG to finance and auto—that he brings to the team."

Nottoli's agency experience spans some of the world's leading creative shops including Wieden+Kennedy, BBH, kirshenbaum + bond (kirshenbaum bond senecal + partners), and Lowe where he worked on world famous brands like Nike, Levi's, Target, Coca Cola, Verizon and Heineken.

"Having worked with such a variety of brands and channels throughout the years, it's exciting to bring my experience and expertise to a digital leader like Digitas," Nottoli said. "I'm looking forward to leveraging my background in the branding industry to help advance messaging for Digitas' clients in the digital space."

This announcement comes on the heels of the recent appointments of Colin Kinsella, President, Digitas North America, Ashley Swartz, Senior Vice President, Marketing on Samsung, Joe Lin, Senior Vice President, Creative, Stamford and Anita Puri, Senior Vice President, Marketing on Kraft.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, 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.

Paris-based Publicis Groupe S.A. is the world's third largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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