



Contact:

Shireen Crowe
+ 44 7879 417 177
+44 20 7 874 9679
Shireen.crowe@direct-
pr.co.uk

INDUSTRY LEADER ANNE DAVIS JOINS DIGITAS UK

Former OgilvyOne Digital Director to Join as Senior VP Relationship Lead

London, July 15, 2009 global digital marketing agency Digitas (www.digitas.com), has hired Anne Davis as a Senior VP relationship lead working out of Digitas London. She joins from OgilvyOne Singapore where she was regional Digital Director for Asia Pacific responsible for running the Unilever, Cisco, and Diageo businesses. As an experienced global client leader, she will play a critical role growing multi-national client relationships across EMEA and APAC.

Commenting on the hire, Executive Creative Director in London Sav Evangelou, who joined Digitas earlier this year from Wunderman said: "This is a fantastic hire for Digitas, Anne is widely respected for her conceptual creative thinking as well as being a strong manager of global businesses."

Anne started her career in 1993 as PR Director of a large Australian retail group and then moved to Y&R Mattingly (Melbourne) as a Director on Youth Brands. *In 1997, she joined George Patterson Bates AdTown as Account Director. Between 1997 and 1999 she worked in London at FCB (later Banks Hoggins O'Shea FCB) and Euro RSCG.*

In 2000 Anne joined the Euro RSCG UK CEOs board and in 2005 she successfully managed the merger of Euro RSCG Interaction with EHS Brann to become Managing Director of the newly formed Euro RSCG 4D. She spent two years as Deputy Managing Director of EHS Brann Group before moving to OgilvyOne Singapore.

Last week Laura Lang, CEO of Digitas, announced the hire of Stephan Beringer as president, international of Digitas, a move that signals the Agency's continued focus in strengthening its global leadership roster with top talent based in Digitas London.

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 combine 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 fourth 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.

www.digitas.com | Twitter: [@Digitas](https://twitter.com/Digitas) | Facebook: [Digitas Fan Page](#)

###