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DIGITAS STRENGTHENS GLOBAL OFFERING

LIZ ROSS JOINS AS CHIEF GROWTH OFFICER, DIGITAS US

DIGITAS GLOBAL CMO SETH SOLOMONS TAKES ON EXPANDED ROLE

Execs Charged With Delivering Growth and Dynamic Client Solutions

Boston, MA - July 09, 2009 - Laura Lang, CEO of leading global digital marketing agency Digitas (www.digitas.com), announced today a new team structure to drive growth for the agency in the US, while continuing to strengthen Digitas' global footprint and offering. Liz Ross joins the agency as chief growth officer, US, a responsibility previously held by global CMO Seth Solomons. Additionally, Solomons' CMO remit expands whereby he and global chief creative Mark Beeching will oversee all agency capabilities between them.

Solomons will now be accountable for overseeing new business, strategy and analytics, media, technology, and corporate communications. He will partner with global chief creative officer Mark Beeching - who already oversees creative, planning, and The Third Act: - to drive seamless integration and talent resourcing within Digitas. The new structure aims to better serve clients' evolving needs as they look for new ways to deliver the best value to their customers.

Liz Ross, most recently president of US operations and global chief marketing officer for TribalDDB, takes over US new business growth initiatives effective August 7th and reports to Solomons. Ross, who will be based in Chicago, becomes a key player in Digitas' global growth plan, one of Lang's key areas of focus since taking the global helm in June, 2008.

Ross will serve on Digitas' Global Growth Committee led by Solomons. In addition to his expanded role, Solomons will continue to serve as relationship lead for global clients Samsung and Delta. He reports directly to Lang.

Laura Lang said, "This is an exciting time to organize Digitas to better meet needs of our clients and their customers. Seth has played a vital role in this agency's success in recent years. And Liz is a top-tier talent in this marketplace. We continue to build an a-list team to evolve with the changing marketing landscape."

About Liz Ross

Ross joins Digitas from Tribal DDB where she began as managing director in 2004 and ultimately rose through the ranks to become president of US operations and CMO. Ross has over 15 years experience in branding, consulting, and traditional and interactive marketing. She has worked across multiple industries and verticals including automotive, financial services, pharmaceutical, consumer products, travel, retail and technology.

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Before joining Tribal DDB in 2004, Ross led the business development group for Modem Media in San Francisco and Norwalk, CT, where she created interactive experiences for companies such as General Motors, Delta, General Electric, HP, Michelin, Citibank, and IBM—to name a few. She spent 5+ years at Modem Media in four offices and worked on many major client engagements.

In November of 2008 Liz was inducted into the AAF Hall of Achievement and was named a Woman to Watch by Ad Age in January of 2008.

About Seth Solomons

Solomons has been at Digitas for over nine years. In that time he has worked across numerous key clients, including Samsung, Delta, Pfizer, American Express and Kraft. Under his leadership as head of new business, Digitas has significantly diversified its portfolio while delivering record new business growth in '07 and '08. Prior to joining Digitas, Solomons spent eight years at Wunderman Worldwide.

Solomons said, “We must be ready to lead our clients at this time of change with an evolved set of capabilities and perspective. I look forward to this challenge and to contributing to our continued growth and success.”

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 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.

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