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JIM CHRISTIE JOINS DIGITAS NEW YORK AS SENIOR VICE PRESIDENT, CREATIVE

Christie Joins Digitas from Adobe to Drive Brand Creative Strategies

New York—For Immediate Release— Joanne Zaiac, president of the New York office of leading global interactive marketing and digital agency Digitas (www.digitas.com), has announced that Jim Christie has joined the agency as senior vice president, creative. Christie will report to Lincoln Bjorkman, executive creative director of Digitas New York, and will be responsible for driving creative brand building strategies and oversee creative for web site design work across the New York office.

"Jim has the passion for creating new ways to engage customer experiences through digital channels," said Zaiac. "He understands the importance of creating bold, relevant work that inspires engagement with the brand."

Christie joins Digitas from Adobe Systems where, as worldwide creative director, brand strategy, he led brand creative for the groundbreaking launch of Creative Suite 3 - the largest product launch in Adobe's history. In addition, he drove Adobe's re-brand, following the company's acquisition of Macromedia. Prior to Adobe, Christie served as vice president, branding and marketing at eLycée, where he led branding and marketing initiatives, including product design and web marketing. He has also held art director positions at Bloomingdale's and Metropolis Magazine. Overall, Christie boasts 18 years of experience building brands across multiple media.

"As a creative, it is exciting to be working with such an accomplished agency that's focused on creating content and brand building," said Christie. "At Digitas there is a powerful belief that brands need to have an emotional connection with people in the digital space."

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.