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**DIGITAS ELEVATES TAMY HARMS TO LEAD DETROIT OFFICE  
Promotes Monik Sanghvi to Senior Vice President, Strategy & Analysis**

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**Detroit** - For Immediate Release - Digitas ([www.digitas.com](http://www.digitas.com)) has tapped Tamy Harms to lead Digitas Detroit, promoting her to senior vice president. In this role, Harms is responsible for driving the execution of Digitas services across the office client base, and for the growth and development of the office and its people.

"Tamy is a natural leader and it is with great pride that we announce her elevation to senior vice president, managing director of the Detroit office. Her unparalleled commitment to her teams and clients is matched only by her strategic savvy and vision," said Glenn Engler, president, Digitas Boston. "Tamy is a critical asset to Digitas and to our clients."

Harms joined Digitas in 2004 as vice president, marketing from Carlson Marketing Group where she led the strategic planning and execution of cross-channel product launches, partnerships and experiential marketing engagements for General Motors including Saturn and Saab Cars.

"As a leader in the global digital industry, Digitas understands its important role in changing the face of brand communications and how to create results for its clients. I'm proud to have the opportunity to lead this Detroit Metro area company that has strategic vision, extremely talented people, and is experiencing so much growth," said Harms.

Additionally, the agency announced the promotion of Monik Sanghvi to senior vice president, strategy & analysis. Sanghvi, who joined the agency in 2004, leads strategy in the Detroit office. He joined Digitas from AOL Media Networks, where he was Director of Account Services focusing on developing and executing large-scale, integrated marketing programs in the auto industry.

Recently named 2008 "Metropolitan Detroit's 101 Best and Brightest Companies to Work For" the Detroit office more than doubled its staff in 2007, adding over 100 new employees, and continues its rapid growth. Digitas was also named Best Interactive Agency of 2007 by *BtoB Magazine* and was named to *Advertising Age's* Digital A-List—the top ten best in digital.

**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.