

DIGITAS

BIOGRAPHY

Joe Tomasulo

Chief Financial Officer

As CFO, Joe is responsible for all financial affairs of Digitas globally, including overseeing financial operations and all accounting and finance functions.

Joe most recently served as senior vice president of mergers and acquisitions/real estate, for Publicis Groupe, S.A, based in New York. In this role, Joe played an integral role in the Groupe's expansion and in supporting the infrastructure needs in the US market. He was formerly senior vice president of corporate finance/mergers and acquisitions for BCOM3 Group, Inc. in New York (formerly McManus Group) and has extensive international experience in the financial and legal issues facing the advertising industry for the past 17 years. He began his career with Price Waterhouse as a senior accountant.

Joe holds a B.B.A. in Accounting from Iona College, a J.D. from New York Law School and an LL.M. from New York University School of Law. He is a member of the New York and New Jersey Bar Associations and is a Certified Public Accountant.