

DIGITAS

BIOGRAPHY

Seth Solomons

Global Chief Marketing Officer

Seth Solomons, Global Chief Marketing Officer for Digitas, has been at Digitas for 8 years, working across several key client engagements including Samsung, Delta, American Express, and Pfizer. Seth also heads New Business where he is responsible for driving the agency's offering and growth strategy. Under his leadership, Digitas delivered in 2008 net new business revenue growth more than 100% greater than its previous best growth year in 2007.

Seth is a seasoned marketing professional with more than 16 years of integrated marketing experience including traditional advertising, interactive, direct and partnership marketing. Most recently, Seth was named as one of the top 40 under 40 by *Advertising Age* in July 2007.

Prior to joining Digitas, Seth spent 8 years at Wunderman Worldwide.