

DIGITAS

BIOGRAPHY

Tony Weisman

President, Digitas Chicago Region
Global Client Leader

As president of the Digitas Chicago Region, Tony is responsible for leading the strategy and execution of Digitas services across the region's client base, and for the growth and development of the office and its people. And, as Global Client Leader, he partners with the agency's worldwide CEO, Laura Lang, to organize resources and talent against global client initiatives and foster senior level global relationships.

Since Tony joined the agency, the Chicago region has more than tripled in size adding numerous new clients including MillerCoors, Walgreens, and Kaiser Permanente, and growing existing relationships with Whirlpool, P&G, Kraft, General Motors and Mars. He has also attracted a variety of innovative professionals to help lead the continued growth of the agency.

Digitas Chicago has been recognized as one of Crain's Chicago's "Best Places to Work", Best Companies Group's "Best Companies to Work for in Illinois", Brill Street + Company's "Top 50 Employers for Generation Y Chicago" and Chicago's "101 Best and Brightest Companies to Work For" by the National Association for Business Resources.

Tony came to Digitas with more than 22 years of advertising industry experience. He was most recently chief marketing officer at Draft Chicago, where he spearheaded one of the most dramatic growth trajectories in the business's history. Prior, he held various management positions at Leo Burnett.

Tony holds a B. A. from Brown University (Phi Beta Kappa). He is a Chairman of the Board of Chicago Public Radio and a member of the boards of the American Association of Advertising Agencies (Chicago Chapter) and the Off The Street Club.