

# DIGITAS

## BIOGRAPHY

### **Colin Kinsella**

CEO, Digitas North America

As CEO of Digitas North America, Colin drives growth, innovation and collaboration across the agency's largest region. He joins Digitas with an extensive background of more than 20 years of experience in traditional and digital advertising. Under Colin's leadership, the agency has grown its mobile practice to serve over 80% of its clients, including Fortune 100 multinational accounts. Colin also spearheaded a new partnership with Google to drive proprietary mobile marketing research and insights. A respected thought leader, Colin frequently keynotes prominent industry events such as OMMA's Mobile Insider Summit and Advertising Age's IDEA conference.

Prior to joining Digitas, Colin served as Global Chief Innovation Officer for Razorfish, a role he was appointed to in May 2009. Previously, he was President of the agency's West region where he led all of the agency's discipline areas, including analytics, strategy, delivery, media and technology to drive the development of customer experiences for clients such as Visa, Singapore Airlines, Genentech, Sony, Williams Sonoma and Westfield. Prior to this role, Colin served as general manager of both the agency's California offices, a position he'd held since joining Razorfish in 2004.

Previously, Colin led the creative, strategy and business-to-business efforts at QuinStreet, a start up specializing in online marketing and technology. Prior to that, he spent 14 years at Foote Cone and Belding serving in several leadership roles in Chicago, San Francisco and London—where he led FCB's efforts to establish a network throughout Europe, Africa and the Middle East.

Colin holds an MBA from University of Chicago and a B.A. and B.S. from University of Dayton. He has also served as Vice Chairman for the Northern California American Association of Advertising Agencies (AAAA); Chairman of the AAAA Western Region Interactive and New Media Committee; and an Advisor to the Board of Animated Speech—a company which produces software that builds speech and language skills for children with autism and other language difficulties.