

DIGITAS

BIOGRAPHY

Tony Weisman

President, Digitas Boston-Chicago-Detroit Region

As President of the Digitas Boston-Chicago-Detroit 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. He also works to organize resources and talent against global client initiatives and foster senior level global relationships.

Tony joined Digitas in 2007 as president of the Digitas Chicago Region. Since joining the agency, the Chicago region has more than tripled in size adding numerous new clients including Sprint, MillerCoors, Walgreens, and Kaiser Permanente, and growing existing relationships with Whirlpool, P&G, Kraft, General Motors and Mars. Tony has also attracted a variety of innovative professionals to help lead the continued growth of the agency.

The offices in the Digitas Boston-Chicago-Detroit region have received numerous accolades for fostering a unique and innovative workplace, receiving honors from the *Boston Business Journal*, *Boston Globe*, the Best Companies Group, Brill Street + Company, *Chicago Tribune*, *Crain's Chicago*, *Crain's Detroit*, *Detroit Free Press*, Fusion Detroit, the Michigan Business and Professional Association, and 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.