

# DIGITAS

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## DIGITAS CHICAGO WELCOMES CAROLYN FRAZIER AS HEAD OF DELIVERY MANAGEMENT

### *Frazier Brings 20-Plus Years of Expertise as Group Leader*

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**Chicago** - For Immediate Release - Tony Weisman, president of Digitas' Chicago office ([www.digitas.com](http://www.digitas.com)), welcomes Carolyn Frazier as the Vice President/Director of the Delivery Management group. In this role, Frazier will oversee delivery of all accounts and ensure that the various teams are working optimally and are able to service their clients' needs on time and on budget. She will report to Rick Bennington, general manager of Digitas Chicago.

"Frazier brings to Digitas more than 20 years of marketing communications experience, more than half of that in the interactive space," said Weisman. "Her background in delivery management and strategic marketing for both offline and online communications will no doubt be incredible assets to the agency and its clients."

Prior to joining Digitas, Frazier worked at iCrossing and Agency.com where she led teams in the creation and development of strategic roadmaps, Web site redesigns, online advertising, search media and SEO. Over the years, she has worked with various clients ranging from Nestle Purina and General Mills to Energizer and Office Depot.

"Not only does Digitas have an incredible client roster, but its reputation in the industry is unparalleled," Frazier said. "I look forward to making my own contributions as Delivery Management group leader."

Frazier holds a B.A. from Colby College and a master of liberal arts degree from the Graham School of the University of Chicago.

#### About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the

autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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Résumé en français:

**DIGITAS CHICAGO ACCUEILLE CAROLYN FRAZIER EN TANT QUE RESPONSABLE  
ASSURANCE QUALITE**

Tony Weisman, président du bureau de Digitas Chicago, accueille Carolyn Frazier en tant que Vice Présidente / Directrice du pôle Assurance Qualité. A ce poste, Frazier supervisera les livrables de tous les clients et s'assurera que les différentes équipes gèrent les besoins de leurs clients au mieux en termes de temps et de budget.

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