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JOE LIN JOINS DIGITAS AS CREATIVE SENIOR VICE PRESIDENT

Agency Taps Publicis Executive to Lead Creative Department

New York - For Immediate Release - Lincoln Bjorkman, EVP and Executive Creative Director, Digitas New York region, (www.digitas.com) today announced the hiring of Joe Lin as Creative Senior Vice President for the agency's Stamford office. Creative lead on the Delta account among others, Lin will report to Bjorkman.

"Joe is a powerful addition to the agency," Bjorkman said. "His global experience, extreme digital and conceptual creative prowess are just what we want to add to our collaborative environment, as we work with partners inside and outside the agency to deliver the best work for our clients."

Lin will partner with Kenneth Parks, Managing Director of the Stamford office. "I am thrilled to have Joe come on board and be a part of the exciting journey ahead of us in 2010 and beyond," said Parks. "We're doing some really break through work for some of the best brands in the world, with some of the best talent in the industry".

Lin joins Digitas with deep experience building brands in the CPG and automotive industries. Hailing from Publicis Modem Asia where he worked as Executive Creative Director, he provided creative vision and oversight for the emerging Pan Asian Modem network and helped develop integrated brand and interactive strategies for clients such as Hewlett Packard, Cisco, LG Electronics, P&G and Garnier.

Prior to joining Publicis Modem Asia, Lin was Creative Director, V.P. at Publicis Dialog San Francisco where he led a 30+ person creative department. During his time in San Francisco, he developed integrated brand, interactive, and direct marketing strategies for clients including Sprint SBS, Hewlett Packard, WebEx and BMW. Lin's experience also includes working as an independent creative consultant and positions at Saatchi & Saatchi Vision/Darwin Digital and E-greetings Network.

While at Saatchi & Saatchi Vision/Darwin Digital, Lin completely rebuilt the entire creative department while simultaneously establishing a groundbreaking relationship with P&G, which led to the development of a new interactive branding strategy for the brand.

"I'm thrilled to be a part of the Digitas team," said Lin. "It's an opportunity for me to leverage my years of experience and dedication to integrated creative to help some of the biggest brands tell their story."

This announcement comes on the heels of the recent appointments of Colin Kinsella, President, Digitas North America and Ashley Swartz, Senior Vice President, Marketing on the Samsung account.

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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