

## DIGITAS UK TAKES ON NEW LEADERSHIP

### Former Glue Group COO, James Sanderson, Joins the Agency as UK President

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**LONDON** - October 22, 2009 - Digitas UK has hired former Glue Group COO, James Sanderson to join the agency as UK President. Sanderson spent seven years building glue and raising its creative reputation to one of the most respected agencies in the digital space. He is credited with leading glue's business wins for Toyota, Aviva and Bacardi Global Brands, as well as launching digital film unit Superglue and, Anorak Digital, Isobar's digital production hub.

Commenting on the appointment of Sanderson, Stephan Beringer, International President, Digitas said: "Hiring James is a real coup for London. He's widely respected for his conceptual creative thinking and has an outstanding track record when it comes to business building. As a true beyond-thinker and entrepreneur he will take the London agency offering to its next level of customer centricity and business innovation."

Sanderson will be supported by the management team of Executive Creative Director Sav Evangelou, Senior Vice President Michael Karg, Technology Director Chris Windebank and Financial and Operations Director Charlotte Frijns.

On taking up the reins at Digitas UK, Sanderson said: "Digitas has a impressive global track record and running London offers me a role that plays not only to my strengths but those of a great creative digital agency that is delivering time and time again for clients. London has an enviable reputation for campaigns that move market share. London is an attractive gateway for the network so I'm looking to exploit this opportunity both to win new domestic business as well as strengthen existing client relationships across the globe."

## 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. (Euronext Paris: FR0000130577) 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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