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DIGITAS PROMOTES TWO LEADERS TO EXECUTIVE VICE PRESIDENT

NEW YORK - For Immediate Release - Laura Lang, CEO, [Digitas](#), has announced the promotions of Linda Piggot and Kenneth Parks to the positions of Executive Vice President.

“Linda and Kenneth are passionate leaders and demonstrate an unwavering dedication to this agency,” said Lang. “They inspire greatness from their teams and drive innovative marketing programs that create active brands for our clients.”

Linda Piggot, Executive Vice President, Marketing

Piggot joined Digitas in 2003 and is a driving force in the New York office. Her strategic and creative thinking has helped to make Digitas an innovator in the digital space. Leading the agency’s efforts for the American Express account, she has driven the creation of inventive digital platforms. Linda also oversees the Digitas Mentor Program, an initiative that pairs junior employees with seasoned leaders to nurture their professional development.

Kenneth Parks, Executive Vice President, Managing Director, Stamford and Atlanta

Parks joined Digitas in 1998. During his tenure at the agency, he has built a strong culture and strong partnerships with both his teams and his clients. As the managing director of Stamford and Atlanta, he oversees the growth of each office and client relationships, and he ensures the professional development of employees. Parks also oversees the Delta global account, where he drives major innovative digital strategic and creative work across the globe.

About Digitas

Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world. With a deep understanding of its clients’ customers, the agency combines media, technology, creativity and analytics to ignite emotional bonds between people and brands. Among its many awards, Digitas counts Agency of the Year honors from the Festival of Media, *OMMA Magazine*, *Promo magazine*, *BtoB Magazine*, and Les Agences de l’Année, France, and has been named to the *Advertising Age* Digital A-List.

Digitas also operates the brand content platform The Third Act; producers of the first and most renowned event on digital content, Digital Content NewFront; the healthcare marketing brand, Digitas Health; and Prodigious Worldwide, the world’s only standalone, global digital productions company.

With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Razorfish, 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.

Publicis Groupe [Euronext Paris: FR0000130577] is the world’s third-largest communications group. In addition, it is ranked as the world’s second-largest media counsel and buying group, and is the first global network in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals.

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