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B2B MARKETING MAVEN—DENNIS REILLY—TO LEAD DIGITAS BUSINESS UNIT, DEDICATED TO B2B MARKETERS

Digitas Named a 2010 Top Agency by *BtoB Magazine*; Marks the Sixth Time in Seven Years to be Ranked

BOSTON - March 29, 2011 - Colin Kinsella, President, Digitas N. America, announced the appointment of Dennis Reilly as Digitas Business Director and the formal launch of the Digitas Business, a dedicated practice focused on business-to-business marketing and communications. Digitas Business merges B2C and B2B marketing and CRM skills with breakthrough technologies in digital content, social media and mobile devices to create innovative solutions unique to B2B clients. Reporting to Kinsella, Reilly is responsible for driving the growth, strategy, innovation, and execution across the Digitas Business client base. Appointment is effective immediately.

The Digitas Business practice continues to thrive having just been named a Top Agency by *BtoB Magazine* for the sixth time in seven years. Reilly's appointment comes on the heels of the agency's record new business growth in B2B including wins in the energy, insurance, and technology industries.

Kinsella said: "Digitas has long been a leader in B2B marketing and Dennis has been at the forefront of our offering. With the greatest sea change in B2B marketing happening right now, businesses need innovative ideas that mirror the transformation of the industry. With Dennis at the helm of a reinvigorated focus, our clients are best poised to succeed in the new B2B marketing landscape."

Reilly commented: "The game has forever changed. Now is the critical time that sales and marketing come together for the success of the business. With new technologies, platforms and tools, the way a sales force communicates to prospects and clients has shifted dramatically. Business can now send an army of experts in the hands of a single salesperson. Our expertise in new sales enablement tools—like digital video, tablets and mobile CRM—meets new unique needs of our B2B clients. And, very simply, we keep our clients ahead of their competitors by unleashing these and other solutions for sales and marketing organizations."

Dennis Reilly

With over a decade in B2B marketing, Reilly has deep digital and traditional marketing strategy experience. He has helped pioneer B2B CRM programs, digital sales enablement tools, and peer networks to help decision makers make sense of complex decisions.

Reilly joined Digitas in 1995. His work has spanned across business and consumer marketing with a concentration in solving B2B client needs. His expertise is in leveraging brand and brand-experience development, digital marketing, site design, B2B CRM, and customer segmentation. Dennis' clients have included Fortune 500 companies in healthcare, financial services, and technology.

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 their client's customer's passions and behaviors, the agency combines media creativity, technology, creativity, analytics to ignite emotional bonds between people and brands. Digitas counts Agency of the Year honors from the BtoB Magazine, Festival of Media, OMMA Magazine, Promo Magazine, and Les Agences de l'Année, France, and has been named to the Advertising Age Digital A-List among its many awards.

Digitas also operates the brand content platform, The Third Act:, producers of first and most well 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 [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Web site: www.publicisgroupe.com

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