

## **Razorfish Appoints Former Sapient Executive to Central Region Leadership Team**

*Christian Barnard joins agency as group vice president of client engagement*

NEW YORK, NY, January 21, 2015 – **Razorfish**, the world leader in helping global brands drive business transformation, today announced it has hired Christian Barnard as group vice president of client engagement of its Central Region. In this role, Barnard will be responsible for providing client oversight for portfolio brands in Austin, Texas, as well as growing revenues of existing accounts and expanding the agency's client roster. Barnard will be based in Razorfish's Austin office and will report to Central Region President Deb Boyda.

“Christian's passion for design, technology and business strategy will enable him to bring a new element of critical thinking to Razorfish,” noted Boyda. “His experience working at global creative and digital agencies positions Razorfish's Central Region for rapid growth in 2015 and we're excited he has joined our team.”

Barnard joins Razorfish from SapientNitro, where he served as vice president. While at the agency, he was responsible for SapientNitro's business in the south central region including P&L, services definition, new business development and delivery of all digital capabilities from strategy, design, implementation and managed services. Prior to this, Barnard led the program management and delivery practice as global vice president of Frog Design.

“Razorfish combines world-class creative, media and innovative technology capabilities in a way that makes them an unrivaled partner,” said Barnard. “I'm thrilled to be joining an agency that drives business transformation through every facet of digital and commerce experiences.”

Over the course of his career, Barnard has worked with well-known global brands including AT&T, HP, Whole Foods, Neiman Marcus, JC Penney, Michaels and MD Anderson. He has degrees from Northwestern University and Purdue University in systems strategy management and visual design, respectively.

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### **About Razorfish**

Motivated and inspired by what's next, Razorfish helps its clients navigate the unknown, drive change and transform business. One of the pioneers of marketing in the digital age, Razorfish has a unique blend of technology, creativity and media at its core. The agency's world class capabilities in strategic consulting, experience design, brand building, technology platforms, data services, retail/commerce and media services enable transformational work for clients including Delta Air Lines, McDonald's, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish's team of 3000+ experts spans 20 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Japan, Singapore, the United Kingdom and the United States.

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