

Razorfish Taps Ian Sohn as Senior Vice President of Client Engagement

*Founder of Ogilvy & Mather's Midwest social media practice to drive growth in Central
Region*

NEW YORK, NY, January 22, 2015 – **Razorfish**, the world leader in helping global brands drive business transformation, announced today that it has hired Ian Sohn as senior vice president of client engagement. Sohn will be based in Razorfish's Chicago office and will report to Central Region Managing Director Diane Slater. He will be responsible for driving innovation on behalf of global clients, developing and driving strategic opportunities, and managing the internal client engagement team.

Sohn joins Razorfish most recently from Ogilvy & Mather, where he founded the agency's award-winning social media practice in 2008. During his nearly eight-year tenure with the company, Sohn worked across all disciplines to develop digital, mobile and social strategy, ideas and executions to support both existing clients and new business development efforts.

"Ian's entrepreneurial mindset, strong track record building successful businesses for global brands and ability to develop world-class marketing talent makes him a natural leader," said Slater. "He shares Razorfish's vision for driving business transformation and we're thrilled to have him part of our Central leadership team."

In addition to his time spent at Ogilvy, Sohn served as senior vice president of client strategy and marketing at Chicago-based technology startup Tap.Me, a mobile ad platform acquired by MediaMath in 2012. He has also held client-side marketing roles, including global marketing partnerships at Nokia and corporate communications at Sony Music. Sohn's breadth of experience spans sales, marketing, business development and public relations.

"Razorfish is the industry leader in developing world-class commerce and customer experiences and I'm honored to be joining a team passionate about driving their clients' business forward," said Sohn on joining the agency. "My intention here is to apply my experience managing diverse client portfolios and cross-functional teams to enable a deeper level of growth and business transformation for both our clients and the agency itself."

Sohn graduated from the University of Wisconsin at Madison and has a Master of Business Administration in Marketing and Entrepreneurship from NYU Stern School of Business.

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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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Media Contact

Shade Vaughn

SVP, Communications

Shade.vaughn@razorfishglobal.com

+1 (646) 286-6935