

Razorfish Accelerates Data Science Capabilities in Toronto

*Industry Veteran Marco Bailetti Further Positions Incremental Growth for Clients
With Data and Human Intelligence at the Core*

TORONTO, March 17, 2016 – Razorfish, the world leader in helping global brands drive **customer obsessed business transformation and part of the Publicis.Sapient platform**, today announced it has hired Marco Bailetti as vice president of data science. Reporting to Global Chief Intelligence Officer Samih Fadli, Bailetti will be based in Razorfish's Toronto office and will be responsible for deploying rich data and customer insights for clients across core retail, automotive and financial services verticals.

Bailetti joins Razorfish most recently from Franklin Templeton Investments, where he led the global client insights team across five countries as vice president of client insights. Prior to that, Bailetti held the role of director and region lead of marketing analytics and search engine optimization at SapientNitro, which sits alongside Razorfish as part of the Publicis.Sapient digital transformation platform. In this role, Bailetti is credited with growing the firm's marketing analytics and search team from two to forty analysts in seven cities.

"Razorfish's unique combination of data intelligence and technology is at the forefront of the industry and proven in our ability to drive clients' end-to-end needs by delivering truly optimized customer experiences," said Fadli. "Hiring Marco will allow us to expand our capabilities and accelerate our transformational initiatives through the further development of our own IP, including that of multiple patent-pending algorithms."

Over the course of his more than 15-year career, Bailetti has gained deep expertise in consulting, analytics, e-commerce, digital marketing and customer-centric strategies. He has further held senior marketing roles at Canadian based companies Momentum, Workopolis and ICHU Learning where he has worked with a portfolio of several well known global brands including Abbott Labs, Mazda Canada, BlackBerry, Rogers, Bank of

Montreal, Canadian Tire, Chrysler, General Mills, Harley-Davidson, Hyatt, Kraft, Royal Bank of Canada and The Weather Network.

“By closely integrating Razorfish’s best-in-class data intelligence products and solutions with innovative user experiences, we inform decisions by placing the customer at the center of all brand experiences to drive significant growth on behalf of our clients,” said Razorfish Toronto Managing Director Emily Bond. “Marco is the ideal leader to help us accelerate data science in the Toronto market, and we’re thrilled to welcome him into the Razorfish family.”

This latest hire comes on the heels of the agency’s aggressive strides to further expand its global data science and artificial intelligence organization. In 2015, the agency announced the release of COSMOS™, Razorfish’s Machine Learning and Data Intelligence platform. At its nucleus, COSMOS is a cognitive algorithm ecosystem trained to learn, reason, predict and inform the entire digital marketing journey. COSMOS activates all marketing data and learns live from millions of micro-moments that inform digital touch points and unlock deeper, timely and relevant customer experiences across all channels and devices.

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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 Citigroup, McDonald’s, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish’s team of 3000+ experts span 25 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore, the United Kingdom and the United States.

Razorfish is part of the Publicis.Sapient platform. For more information, visit Razorfish.com, like us on [Facebook](#) or follow us on [Twitter](#), [Weibo](#) and [Instagram](#).



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