

Razorfish Hires New Los Angeles Managing Director, Strengthens Strategic Planning in its West Region

Senior Appointments Help Meet Increased Client Demand for Digital Consulting Services

LOS ANGELES, March 28, 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 Mark Cibort as managing director of the agency's Los Angeles (L.A.) office and Kevin Lane as group vice president of strategy and planning. Reporting to Razorfish's West Region President Jennifer Friese, the appointments further position the agency for substantial growth across its digital marketing and strategic planning services.

"Razorfish is increasingly being tapped by clients who are looking for a strategic partner to help them transform their business models with their customers at the core," said Friese. "Mark and Kevin have both demonstrated a proven ability to marry strategic insights with creative and business strategy, and bring the right combination of business acumen and entrepreneurial mindset to help us manage the complexities and opportunities of the L.A. market. We are pleased to welcome them into the Razorfish family."

As head of the agency's L.A. hub, Cibort will oversee the office's growth and development of more than 100 staffers spanning the client engagement and delivery, creative, technology, social and strategic planning disciplines. Additionally, he will serve as an integral member of the agency's leading client engagement team, partnering with key client stakeholders to drive incremental growth for the West Region's largest account.

Prior to joining Razorfish, Cibort served as president at Deep Focus and Trailer Park's digital division in Los Angeles, where he led the team to win the digital and social agency of record designation for Johnson & Johnson's Neutrogena skincare brand. Before that, Cibort was the group managing director at R/GA New York. During his

tenure at R/GA, he oversaw multiple high-profile projects for major brands such as Johnson & Johnson, PepsiCo, Mars, McCormick & Co., Pfizer Consumer Healthcare, Purina and SC Johnson. Cibort brings more than 20 years of experience to his new role, during which he has worked with global brands across the consumer-packed goods, healthcare, entertainment, information technology and financial services industries.

On joining Razorfish, Cibort noted, "My unique background building high performing, cross-disciplinary teams, coupled with my experience driving growth for my clients by integrating campaign and platform efforts make me an ideal fit for this opportunity. Razorfish is known as being the industry leader in digital innovation, and I'm thrilled to be a part of this world-class team."

Lane joins Razorfish from TWBA\Designory, where he served as chief strategy officer and led the agency to win agency of record for Audi of America, Nissan Global and Infiniti Global while also overseeing global market growth for Subaru. Lane additionally helped reinvigorate the agency's brand and expanded its services into new specialty areas including product, content, search and social marketing. Lane currently serves on the executive boards of boutique media relations agency, SRPR and Placeworks Projects, Inc., a design and retail group.

In his new position, Lane will be responsible for advising clients on transformative, integrated offerings across strategic consulting, experience design, retail and commerce, data services, brand strategy, media and technology. Also based in L.A., he will be tasked with further expanding the agency's strategy and planning capabilities in its West Region across the apparel, automotive, entertainment and media, IT services, luxury and mobile and travel industries.

"Razorfish is giving companies competitive parity by infusing a critical focus on the customer at the core of all digital efforts. I am a firm believer that the future of successful branding is a blend of traditional marketing, ever-emerging digital opportunities, and a global, customer-centric mindset, and my background working with

innovation-driven brands to develop integrated marketing programs makes me an ideal fit for the role,” said Lane.

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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.

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