

Razorfish's Kendra King Named Top Woman in Advertising and Marketing by BLACK ENTERPRISE

ATLANTA, April 4, 2016 – Razorfish, the world leader in helping global brands drive customer obsessed business transformation and part of the Publicis.Sapient platform, today announced Vice President of Account Planning Kendra Hatcher King has been named to the 2016 Top Women in Advertising and Marketing by BLACK ENTERPRISE.

The BLACK ENTERPRISE list of Top Women in Advertising and Marketing recognizes women whose ideas and strategies have enabled them to make a mark in the advertising and marketing world. The annual report identifies women who hold executive roles across well-known global brands and private agencies. Winners were recognized in March at the Women of Power Summit in Hollywood, Florida.

As vice president of account planning at Razorfish, King serves as a member of the leadership and business development teams in the agency's Atlanta hub, and is responsible for brand and communication strategy across major consumer brands in the agency's East region. In her more than 20 year career, King has developed brand and media strategy with consumer insight at the core for leading companies such as Coca-Cola, Bridgestone, Russell Athletic and Kellogg's.

On receiving this award King said, "Diversity is the lifeblood of the advertising industry today. In order for us to develop the next generation of technologists and creatives, we must live and embrace different cultures and life experiences at every level of the organization. I am thrilled not only to work for an organization like Razorfish who supports diversity, but also to be recognized by Black Enterprise among such an outstanding group of peers."

In addition to her role at Razorfish, King serves as board member and chairperson of the advisory committee for the Mosaic Executive Council, the American Advertising Federation's council for diversity and inclusion. She also volunteers her time as a team

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leader for the Effie Worldwide organization, which recognizes stand-out and effective marketing strategies for the marketing and advertising industry. King holds a Master of Science in Integrated Marketing Communications from Northwestern University.

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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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