

Razorfish Hong Kong Appoints Joel Frost into Client Service Director Role

Frost to lead Razorfish Hong Kong's client partnerships and client service team

HONG KONG, May 9, 2016 – Razorfish, the world leader in helping global brands drive **customer obsessed business transformation** and part of Publicis.Sapient, today announces the appointment of Joel Frost into the senior leadership role of Client Service Director at Razorfish Hong Kong.

Frost brings a unique perspective and almost 20 years of client leadership experience to the team. Speaking of his appointment, Frost said, "The future of marketing is at agencies like Razorfish, and Publicis.Sapient, where client relationships are held at the highest level and work is focused in a consultancy capacity." He continues, "Asia presents a unique opportunity for brands that want to partner with agencies like Razorfish and innovate their customer experience. Customers in Asia are tenacious about new technologies and open to change like nowhere else in the world. The possibilities for brands are mind-blowing."

Frost joins with extensive regional experience and a strong history of Nike client leadership across Asia Pacific. Frost will be responsible for Razorfish Hong Kong's full portfolio of client relationships, including the global ASUS Mobile business; the long-standing, multi award-winning Nike Hong Kong relationship; P&G Pampers, Marriott and more. Frost will also oversee the Razorfish Hong Kong client services team.

Frost reports directly to Joanna Kalenska, Razorfish Hong Kong Managing Director, who commented, "The C-Suite is the sweet spot for Razorfish Hong Kong, since 2015 our biggest briefs are delivered direct from CEOs, CMOs and CIOs. Senior business leaders expect their partnership with Razorfish to be led by someone of Joel's caliber. We're delighted to welcome him to our team."

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About Joel Frost

“I believe the best work comes from tight-knit, collaborative cross-discipline teams,” says Frost. He speaks from 20 years of experience leading teams at some of the most reputable agencies in the biggest markets in Asia Pacific.

Always looking forward, Frost shares his curiosity for the future, “For me the future of marketing is at agencies like Razorfish and Publicis.Sapient, where client relationships are held at the highest level and work is focused in the consultancy and platform scope. Moving from here into data driven campaigns and content engagement models is almost secondary. The interesting discussion we are having as an industry now is moving both of these into a world owned by artificial intelligence, for example. This conversation, it seems, was sci-fi a few years ago, but is well and truly getting closer to a level where the worlds brightest scientists are developing self learning technology, probably more so than most people realise. True AI. That will change everything.”

New Zealand born Frost has a Bachelor in Advertising Communications from Auckland University of Technology; he graduated from AWARD SCHOOL in 2001.

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 3,000+ 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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