

## **PRESS RELEASE**

### **JAMES WHATLEY TO JOIN DIGITAS AS STRATEGY PARTNER**

**LONDON 11<sup>th</sup> February 2019** Digitas' appoints James Whatley, as Strategy Partner.

Reporting to CSO Matthew Holt, who himself joined last month, Whatley joins the team from February and will be responsible for mobile strategy and championing the mobile agenda within the agency, working closely with the product and technology teams.

Whatley brings with him a wealth of experience across integrated brand strategy innovation, technology, and social platforms having worked alongside a raft of clients including IBM, Land Rover, Converse and, most recently, International Airlines Group brand LEVEL.

The move follows the recent news of the newly formed executive team at Digitas under CEO Dani Bassil, which includes Matt Holt, CSO, Emma De La Fosse, CCO, Gregor McQuattie, MD and Rafe Blanford, CPO.

Matt Holt, CSO at Digitas UK, said: "I'm delighted James has decided to join us. He is smart, talented and curious and possesses a natural ability to connect the dots. While there is a deep heritage in brand, digital strategy and customer experience here, James will bring a different dimension to the team that I'm sure will benefit our clients in many ways."

James Whatley said: "I am so excited about this. The stars have aligned perfectly and the timing couldn't be better. Matt is just great and I can't wait to work with him again, however, the most exciting thing for me is being part of the wider Digitas family. Dani is amazing and it was her and Matt's vision for the future that made me realise Digitas was the only way forward for me; I can't wait to get started."

**ENDS**



## **About Digitas**

Digitas is The Connected Marketing Agency, committed to helping brands better connect with people through Truth. Connection. Wonder. With diverse expertise in data, strategy, creative, media, and tech, we work across capabilities and continents to make better connections and achieve ambitious outcomes through ideas that excite, provoke and inspire. Curious and fully transparent, we are always examining real human behavior to create authentic connections—between brands and consumers, clients and partners, and ideas and outcomes. Digitas has 3,500 employees across 21 countries and 34 offices, with an extended network via Publicis Media of over 23,500 employees present in more than 100 countries worldwide. To connect with Digitas or learn more, visit [www.digitas.com](http://www.digitas.com)

### **James Whatley's bio:**

James Whatley is a senior strategist who has spent the past ten years working on digitally integrated brand campaigns for a raft of clients locally and globally. Whether that's integrating big TV and social for Expedia, planning global digital campaigns for Converse, or coming up with, pitching, and selling innovation-led client offerings for IAG, James is at his best when he's figuring out where consumers are and how brands should best go about meeting them there. Outside the four walls of the agency, James is known in the industry for his writing, speaking, and thought leadership; his annual trend forecasts being a good example of all three.

