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## **Amanda Richman Elevates to Director of Digital Services at MediaVest USA**

*Appointment Further Strengthens Digital Integration within the Agency's  
Activation and Strategic Planning Core, designed to provide scaleable solutions  
across clients and investments*

NEW YORK – Nov 19, 2007 – Amanda Richman is appointed to SVP, Director of Digital Services as announced today by Bill Tucker, CEO, MediaVest USA, effective January 1, 2008. Richman, based in New York, will succeed Eric Bader, who is pursuing an opportunity outside of the company in the mobile marketing space.

Richman, 41, is currently the Digital Group Client Director at MediaVest on P&G. In this role, she leads the development of digital strategy, innovation and portfolio management for more than 100 P&G brands resulting in hundreds of unique digital programs in the last 12 months alone across search and mobile, advanced television applications, social networks, online gaming, viral video and virtual worlds.

“At MediaVest, our digital product is a cornerstone in providing our clients scaleable marketing solutions, versus an isolated, one-off tactic”, said Tucker. “Amanda is an unrivaled strategic business leader and emerging media expert. I am confident that she will advance our digital offerings within our overall strategic and investment goals, ensuring a future-ready capability.”

As head of Digital services, Richman’s remit will include product and capability oversight and strategic business lead for 20+ clients including Coca-Cola, Continental, Mattel, P&G, Wal-Mart and Wendy’s. She will oversee a team of 90 digital professionals in New York and Los Angeles. Richman will report to Lisa Donohue, President of Connections Strategy, from a capability and operations perspective including training, best practices and talent management. Donna Speciale, President of Investment and Activation is charged with delivering integrated investment solutions across all media, of which digital plays a central role.

Prior to joining MediaVest in 2005, Amanda held several senior development and management positions at The Interpublic Group’s interactive firms including most recently VP, Account Director at Zentropy Partners and Managing Director of Thunder House working across a broad spectrum of clients including the launch of Microsoft’s Xbox *Live*, Johnson & Johnson, Coca-Cola, Unilever, L’Oreal and MasterCard.

Amanda holds a B.A. in Business Administration and English Writing from Concordia College and an M.S. in Integrated Marketing Communications from Northwestern University’s Medill School of Journalism.

### **About MediaVest**

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Innovation that Works* and industry-first initiatives and products, MediaVest’s long-standing client partnerships include some of the world’s leading marketers including Kraft, P&G and The Coca-Cola Company. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).

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