



February 26, 2014

## **SapientNitro Hires Industry Leader Raffael Mastrocola to Lead Brazil; Promotes Marcelo Tripoli to Lead Creative for the Region**

### ***Appointments Further Position SapientNitro to Capitalize on Growth Opportunities of a Key Strategic Market***

BOSTON--(BUSINESS WIRE)-- SapientNitro, part of Sapient (NASDAQ: SAPE), today announced that Marcelo Tripoli, former head of SapientNitro Brazil, has been promoted to Regional Chief Creative Officer and digital agency executive, Raffael Mastrocola, has joined as Vice President and Managing Director of SapientNitro Brazil. The moves strengthen the agency's creative and business leadership in the region and further its ability to help clients advance in the age of the connected consumer.

The appointments reinforce SapientNitro's commitment to Brazil, a strategic and rapidly-evolving market for the agency and its clients. The combined leadership of two of the region's most formidable talents will allow SapientNitro to better connect capabilities across brand, digital, commerce and technology in the market and will strengthen the agency's Storyscaping<sup>SM</sup> approach -- which combines the power of storytelling with systems thinking to allow brands to create worlds, not just ads. This is particularly relevant as global marketers gear up for Brazil's hosting of the 2014 FIFA World Cup and 2016 Olympics.

In his new role, Tripoli, who has led the business in Brazil for SapientNitro since it acquired iThink a year ago, will build upon his responsibilities for creative, strategy, media and marketing communications. He will focus on delivering innovative storyscapes and great creative work for clients in Brazil and on developing the creative strategy for the region. A highly awarded and recognized creative leader, Tripoli was named a top 10 brand communications leader of 2013 by Meio & Mensagem and cited as the most prominent digital professional by Brazil's top advertisers in a 2011 Advisors Group Digital Scope survey. In addition to his new responsibilities, he will serve as a member of the SapientNitro Global Creative Council, led by Worldwide Chief Creative Officer Gaston Legorburu, and will represent the region in setting SapientNitro's global creative agenda.

"Marcelo's ability to evolve the craft of storytelling for an always-on world has been key to the breakthrough and award-winning work that he has driven for clients," said Legorburu. "As a critical member of our global creative leadership team, his celebrated vision, combined with Raffael's strong business leadership, further positions us to create strategic advantage for our clients in this incredibly important market."

In his role as Managing Director for Brazil, Mastrocola is charged with driving growth in the regional hub which includes market strategy, capability development and expansion of key clients in the market. With a career that has spanned more than 20 years of international business leadership, he has a strong history of delivering innovative results for global brands and for managing through transformational business environments. Most recently as the CEO of Havas Digital Brazil, he was instrumental to the successful merger of two award-winning digital agencies in the market (Media Contacts and Havas Worldwide Digital).

"Raffael's extensive track record of success in helping global brands gain advantage in our rapidly changing industry will be instrumental in guiding SapientNitro Brazil to deliver great results for our clients as we help them navigate the complexities of an always-on environment," said Alan J. Herrick, President and CEO of Sapient.

The expansion of the leadership team in Brazil comes a year after SapientNitro acquired São Paulo-based iThink, a digital pioneer and formerly one of the largest independent digital agencies in the country. The Brazil office has driven innovative strategies and leading creative for some of the world's best-known brands, including Mondelez, Johnson & Johnson, Google and Bacardi.

### **About SapientNitro**

SapientNitro<sup>SM</sup>, part of Sapient<sup>®</sup> (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com).

*Sapient is a registered service mark of Sapient Corporation.*

SapientNitro  
Sarah Bruckner, +1 626-379-9829  
[sbruckner@sapient.com](mailto:sbruckner@sapient.com)

Source: SapientNitro

News Provided by Acquire Media