



**Havas Digital Press Contact**

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## **Havas Digital (Ecselis) Names Alan Boughen SVP Global Search Director**

### **Ex-Google Industry Veteran Charged with Leading Havas Digital's Search Responsibilities**

London, UK – May 29, 2012 – Havas Digital ([www.havasdigital.com](http://www.havasdigital.com)), the umbrella group that manages all of Havas Media's digital assets, including interactive media group Media Contacts, mobile marketing specialist Mobext, and creative interactive network Archibald Ingall Stretton, amongst others, announced today that ex-Google advertising Search expert, Alan Boughen has been named SVP, Global Search Director, effective immediately.

Based in London, and reporting directly to Rob Griffin, EVP Global Director of Product Development, Boughen is charged with managing and developing the Search product within the agency. Alan will be managing Havas Digital's search partners and building stronger relationships with the agency's global clients, with a strong focus on continued development of search services and teams.

Alan joins Havas Digital from Google where he was a Global Agency Business Leader, Alan was responsible for managing Google's strategy and relationships with some of the world's largest media and advertising agency networks.

Prior to joining Google in March 2008, Alan spent over 7 years in senior search marketing roles at WPP companies in the UK and US. Alan launched and led the US operations of NeoSearch@Ogilvy, the search marketing division of Ogilvy's digital and direct media global network, where he managed a large team of search marketing experts running SEM campaigns for Ogilvy's Fortune 1000 clients. Before working in search marketing, Alan held positions with AIG and Whirlpool where he gained a background in information technology, business analysis and project management.

"The search landscape is evolving at an extremely fast pace and advertisers are demanding more sophisticated solutions in order to stay relevant. In order to meet the needs and requirements of our clients, we need best in class tools and the most knowledgeable professionals. We have known Alan for a long time, and we are convinced he will add a new level of strategic leadership to the team, and will help define our Search capabilities going forward," says Griffin.

Boughen added: "I look forward to becoming a part of the Havas Digital team. By combining my search experience with the advanced search capabilities of Havas Digital, I will ensure all of our clients get the results they've come to expect."

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## About Havas Digital

Havas Digital is the umbrella holding company that manages all Havas Media's interactive companies. It comprises digital media networks Media Contacts, Lattitud and iGlue; Mobext, mobile advertising network; Socialyse, social marketing specialists; N2, Web Narrative and Archibald, Ingall and Stretton, interactive marketing agencies

Havas Digital brands provide data driven marketing solutions across all interactive channels: digital, direct response, relationship based media, and design. Havas Digital's companies work and complement each other bringing together professional expertise, proven strategic insight, and Artemis®, an advanced proprietary data platform and optimization engine, which allows the group agencies to maximize impact for the advertiser interactive marketing investment.

Havas Digital has consistently been present at the major interactive media festivals, winning over 100 awards worldwide throughout the past two years. Havas Digital's brands currently operate from 54 offices in 42 different countries across Europe, North America, South America, Asia, Africa and Australia, serving over 400 clients, including the market leaders such as Air France, Coca Cola, Danone, EDF, Fidelity, France Telecom, Hyundai / Kia, Nike, Peugeot/Citroën, Repsol, Reckitt Benckiser, Telefonica, TUI, Walmart and Yahoo! amongst others.

Please go to [www.havasdigital.com](http://www.havasdigital.com) for more information.

