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## SOROKIN LEAVES CARAT USA FOR MINDSHARE



Scott Sorokin, former president of Aegis Group's Carat USA, will join the WPP Group's MindShare as global head of digital. Sorokin will work in New York, and report to Mindshare worldwide CEO Dominic Proctor in London. He will lead global digital media initiatives for client Unilever, and develop a digital strategy firmwide. Sorokin was president of Carat from 2007-08, and left under a cloud. Mindshare is a global media and marketing services company. MindShare Worldwide was created in 1997. The Mindshare global network consists of 6,000 employees across 97 offices in 67 countries throughout North America, Latin America, Europe, the Middle East, and Asia Pacific. Mindshare is a member of the WPP Group, one of the world's largest communications services groups, and is part of its GroupM Media Company, along with Mediaedge:cia, MediaCom and MAXUS.

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