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## WHITING NAMED MANAGING DIRECTOR OF SCHEMATIC NEW YORK



Schematic, a WPP company, has named Jason Whiting managing director of its New York office. He will be in charge of the office's day-to-day operations and will serve as a member of Schematic's senior leadership team.

Prior to joining Schematic, Whiting spent seven years at AKQA. He most recently served as director of AKQA East, where he oversaw operations at AKQA's New York and Washington D.C. offices. Whiting has more than 13 years experience in the digital strategy and interactive marketing arenas. He has led large scale digital initiatives for such global brands as AOL, ESPN, and Ubisoft.

"Jason brings a strong mix of process and people management expertise to Schematic along with the ability to maintain a strategic focus on the big picture, particularly when advising clients on how to best capitalize on long term business, social and technology trends," said Trevor Kaufman, CEO of Schematic. "We are extremely pleased to welcome him to our team and look forward to his counsel on both the client side and in support of our overall agency growth strategy."

Schematic helps clients build brands through user-focused digital marketing and innovative solutions. It has been recognized by both Advertising Age and Adweek as one of the industry's most innovative firms.

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