

## Ian Sohn | Business leader. Brand steward. Agency builder. Digital marketer.

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As of June 2018 I'm the President of Wunderman Chicago.

Most recently I was the Managing Director of SapientRazorfish Chicago where I looked after the business, human and cultural health of the office. I was also the architect and business lead for a world-class portfolio of brands, including CPG, insurance, retail, fashion, pharma and healthcare.

I'm particularly proud of my new business track-record; my passion for selling innovative ideas and solutions; the trust my clients put in me; and the joy I take in finding and developing talent.

I spent eight years at Ogilvy & Mather where I started an award-winning social media practice; and championed digital, mobile and social expertise across the agency. Prior to Ogilvy I was the global partnership lead for a division of Nokia.

I earned my MBA from New York University's Stern School of Business.

When I'm not working I'm likely chasing my two little boys, yelling at athletes on TV who can't hear me, watching Keith Moon clips on YouTube, devouring something with ketchup, reading anything I can find on Muhammad Ali or running a few miles on the Chicago lakefront.

### **EXPERIENCE**

**WUNDERMAN**, Chicago, IL 2018-Present  
**President, Chicago**

**SAPIENTRAZORFISH**, Chicago, IL 2015-2018  
**Managing Director, Chicago**

As the Managing Director of SapientRazorfish Chicago I look after the business, human and cultural health of the office. I'm also the architect and business lead for a world-class portfolio of brands including J.M. Smucker, GOJO (makers of Purell), Eli Lilly, Children's Hospital Colorado, OhioHealth and more.

**OGILVY & MATHER**, Chicago, IL 2007-2015  
**Executive Vice President, Emerging Digital Platforms and Partnerships**

Built and led a team of award-winning digital strategists that developed and executed measurable communications programs, with an emphasis on social media and word-of-mouth. Responsible for developing strategic client programs; driving integration across Ogilvy disciplines; managing group finances; recruiting and developing world-class talent; and thought leadership. Led and oversaw engagements for clients such as Huggies, SC Johnson, CDW, Ford and Marriott. Founded the Chicago social media practice.

**TAP.ME GAMES**, Chicago, IL 2012  
**Senior Vice President, Sales and Marketing**

Led all sales and marketing efforts for early-stage mobile advertising startup. Sold in first-of-their-kind mobile advertising campaigns to the likes of P&G, ConAgra and US Cellular. Company was acquired.

**NOKIA**, White Plains, NY 2004-2007  
**Global Marketing Partnership Manager, Multimedia Business Group**

Managed strategy and process for global marketing partnerships within the Multimedia Business Group. Actively explore new strategic collaborations to create added business value, amplify Nokia's brand values and further establish Nokia's credibility in the imaging, music, film, television and gaming value domains.

**BOND STRATEGY/MKTG**, New York, NY

2000–2004

**Business Development/Client Relations**

Initiated and implemented all strategic partnerships and client acquisitions. Identified new business opportunities, communicated the firm's value proposition to prospective clients/partners, drafted proposals and negotiated final deal terms.

**SONY MUSIC ENTERTAINMENT**, New York, NY

1998–2000

**Corporate Communications**

**EDUCATION**

**NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS**

MBA, Marketing and Entrepreneurship. Certificate in Entertainment, Media and Technology.

**UNIVERSITY OF WISCONSIN AT MADISON**

Bachelor of Arts in International Relations