

# DTC Interactive Agency of the Year



## Agency: Avenue A | Razorfish

### Management Team

Jim Warner, Executive Vice President  
Katy Thorbahn, SVP, General Manager  
Brian Crooks, Executive Creative Director  
John Avondolio, VP, Client Services  
Debrianna Obara, VP, Media  
Lisa Flaiz, VP, Group Director  
Matthew Thompson, VP, Group Director  
Elaine Boxer, VP, Client Partner  
Ken Dhouti, Client Partner  
Aaron Tobin, Senior Account Director

### Agency of the Year Statement:

Avenue A | Razorfish is very honored to be recognized as the DTC Interactive Agency of the Year for the third straight year. We could not have earned this recognition

without a combination of exceptional clients and great team members. We are grateful to our clients for trusting us with their digital marketing needs, and for partnering with us to develop effective solutions that build relationships between consumers and their brands. It is exciting and rewarding for us to leverage all of our expertise across the full digital spectrum to move our clients' businesses forward. To our agency team, we say thank you for all your hard work, commitment to our clients' businesses and innovative thinking that enabled us to not only win this award but, more importantly, that delivers results for our clients. All while having fun in the process. Our success is truly based upon leveraging all of our disciplines – from the strategists, to our customer insight group who manages quantitative and qualitative research as well as tracking results, to the media planners and buyers, to our creative leaders, to the relationship marketing team, and to our search marketing department. Together we provide a comprehensive digital solution that maximizes client results while seamlessly integrating with the offline efforts. And, together with our clients, we will invent the digital future.



Mike DeBartolo of Parade (left) presents the POE Award to Meredith Auker, Matt Dufner, Brian Crooks, Katy Thorbahn, John Avondolio, Lisa Flaiz