



Sarah Fay, President of Isobar, U.S.

In her role as President of Isobar U.S., Sarah manages the growth and integration strategy for the digital and one-to-one agency services that fall within Isobar U.S. Today, these services include Carat Interactive, Freestyle, Molecular, and iProspect.

In the year 2000, Sarah Fay took on the challenge to envision, launch, and grow Carat Interactive, the U.S. interactive hub for Carat North America, one of the nation's largest media agencies, with more than \$5.5 billion in billings. Since the launch of Carat Interactive, Sarah has converted what began as an interactive media shop, to a full service digital marketing agency, which claims premiere clients

such as Pfizer, Microsoft, RadioShack, adidas, Palm, Wachovia, and Electronic Arts. As part of this endeavor, Sarah led the charge to acquire and integrate three specialist interactive agencies – Vizium, Lot 21, Freestyle, and most recently iProspect– services which have added creative, search engine marketing, and eCRM capabilities to the Isobar offerings, building toward a fully developed network of digital and one-to-one marketing services. Sarah is noted as one of the Top 50 People to Know by MediaPost, and was named as one of B2B Magazine's Top 100 Business Marketing Influencers in 2002, 2003 and 2004.

Prior to heading Carat Interactive, Sarah served as Managing Director of Carat Business and Technology for six years. Over that period of time, Sarah played a major role in growing the agency from a small start up team to a more than 150 person shop. Also during that time (1999) Sarah was recognized as one of the Top 10 Best and Brightest Media Strategists, according to B2B Magazine. While in her role at Carat Business and Technology, Sarah played the lead role in developing the interactive division. It was the perfect springboard for her role as leader of Carat Interactive. Sarah is a regular speaker on the topic of interactive advertising, and is widely quoted in such sources as Ad Age, Ad Week, DM News, B2B Magazine, New York Times, Wall Street Journal and USA Today.