



For Immediate Release

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## SAPIENT APPOINTS SCOTT LINNEN CREATIVE DIRECTOR

*Former Crispin Porter + Bogusky Vice President, Creative Director to Lead Sapient's Delivery of Breakthrough Campaigns across Multiple Ad Platforms*

**BOSTON—September 2, 2009** – [Sapient](#) (NASDAQ: SAPE) today announced that Scott Linnen has joined the company as Creative Director. A 20-year ad veteran with a prestigious awards track record, Linnen will lead Sapient's marketing and creative teams in producing breakthrough, strategic multi-channel campaigns for the firm's clients. Linnen is based out of Sapient's South Beach, Miami office and will report to Executive Director and Worldwide Creative Officer Gaston Legorburu.

### Media Contacts:

Jenny McLean  
Sapient  
tel: +1.503.887.8148  
e-mail: [jmclean@sapient.com](mailto:jmclean@sapient.com)

Michelle Aristondo-Chereque  
Sapient  
tel: +1.305.581.0052  
e-mail: [maristondo@sapient.com](mailto:maristondo@sapient.com)

Jeff Drew  
fama PR  
tel: +1.617.758.4145  
e-mail: [sapient@famapr.com](mailto:sapient@famapr.com)

**Global Headquarters:**  
131 Dartmouth Street  
Boston, MA 02116  
United States  
tel: +1.617.621.0200  
fax: +1.617.621.1300

Linnen's innovative and influential work with leading brands has earned him numerous international advertising awards, including the Cannes Grand Prix, One Show, Clio, Andy and London International Awards. Most recently, he received the Integrated Gold Clio for the Volkswagen Routan work with actress Brooke Shields and a Gold Cyber Lion for Volkswagen's Babymaker3000.com campaign.

"Today's technology-driven world requires a team equipped with fully integrated multichannel marketing and commerce capabilities supported by superior brand strategy, creative excellence and digital know-how," said Legorburu. "The addition of Scott gives us an experienced leader who believes in this 'new model' vision and its ability to produce memorable, monetizable brand campaigns."

Previously, Linnen was a Vice President, Creative Director at Crispin Porter + Bogusky, where, over his 16-year tenure, he helped to grow the agency from a small creative boutique of 50 people into an internationally recognized industry leader with over 900 people and marquee brands such as MINI, Burger King, Volkswagen, Domino's Pizza and Microsoft.

"Sapient brings a new model for integrated brand thinking to the industry," said Linnen. "I'm thrilled to be part of the Sapient team."

### About Sapient

Sapient is a global services company that helps clients compete, evolve and grow in an increasingly complex marketplace. Sapient's offerings include a strategy-led [marketing services](#) group that—through its best-of-breed digital marketing services and world-class traditional advertising and brand strategy—is enabling leading brands to create immersive consumer experiences through multi-channel marketing and multi-channel commerce. In addition, Sapient's [business and technology services](#) offering provides a broad range of services that enable companies to optimize their business processes, drive efficiencies and achieve greater profit growth.



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Sapient's passion for client success—evidenced by its ability to foster collaboration, drive innovation and solve challenging problems—is the subject of case studies on leadership and organizational behavior used by MBA students at both Harvard and Yale. Headquartered in Boston, Sapient operates across North America, Europe, Asia and Australia. For more information, please visit [www.sapient.com](http://www.sapient.com).

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### Media Contacts:

Jenny McLean  
Sapient  
tel: +1.503.887.8148  
e-mail: [jmclean@sapient.com](mailto:jmclean@sapient.com)

Michelle Aristondo-Chereque  
Sapient  
tel: +1.305.581.0052  
e-mail: [maristondo@sapient.com](mailto:maristondo@sapient.com)

Jeff Drew  
fama PR  
tel: +1.617.758.4145  
e-mail: [sapient@famapr.com](mailto:sapient@famapr.com)

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