

PRESS RELEASE

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Isobar strengthens its team with the arrival of Brice Najda as Director User Experience



Brice Najda joins Isobar as Director Experience User

Expert in new technologies as well as in the design of powerful and innovative digital experiences for brands, Brice spent nine years at Big Youth, the digital agency of the Makheia group.

During this period, he worked on issues such as e-commerce, CRM and service design on customers' accounts such as Picard, Ubisoft and Monabanq.

In 2012, he joined the JWT agency to supervise the digital division and manage key accounts like BMW, Nestlé, Bayer and J & J.

His hybrid profile combined with technological expertise and user experience design, will enable the agency to strengthen the ability to offer more relevant and effective devices.

Brice Nadja said : « *In a context where the consumer has regained power in their relationships with brands, it is essential to place the user at the center of all our reflections in order to give (back) meaning, create value and enrich the proposed experience by the marks* »

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About Isobar:

Isobar is a global digital agency of 6,500 people across 45 markets, united by our mission to transform businesses, brands and people's lives with the creative use of digital. Informed by our consultancy practice, we deliver digital transformation, solving complex business challenges through our marketing, ecosystems and products & services offering. Isobar has won over 300 awards in 2017 including Asia-Pacific Digital Network of the Year. Key clients include Coca-Cola, adidas, Enterprise, P&G, Philips and Huawei. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc. www.isobar.com

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