

NEWS RELEASE

## **Dentsu Isobar Announces Emmanuel Flores Elias as Chief Business Transformation Officer**

April 2018, Tokyo

Dentsu Isobar has announced the appointment of Emmanuel Flores Elias as Chief Business Transformation Officer for Japan, effective immediately. In this newly created role, Emmanuel brings his vast experience and recognition to the global digital agency for work which incorporates innovative uses of new technology. Based in Tokyo, he will report to Hidetoshi Tokumaru, President and CEO of Dentsu Isobar.

Flores will be responsible for bolstering Dentsu Isobar's service capabilities in market, maximising talent within the organisation and leveraging his expertise in agile development to further develop and strengthen the agency's offering to support clients in their digital transformation journey.

**Hidetoshi Tokumaru, Dentsu Isobar President and CEO, added:** "I am pleased to have someone of Emmanuel's depth and breadth of innovation experience joining the Isobar family at this crucial time in Japan's growth. As the third largest economy with a global reputation as an innovator, the nation as a whole is ripe for the next stage of transformation. And digital will be a core driver to propel Japan's innovation agenda and spur economic growth through reinvention."

"Emmanuel's abundant skills and experience will be key as he leads the development of new services for Dentsu Isobar as a trusted partner to solve our clients' business challenges through the power of digital."

Flores joins after a tenure at J. Walter Thompson Amsterdam where he led digital transformation for global businesses as Innovation Manager and was directly involved in product management for projects which used state-of-the-art technology and earned him numerous awards of global recognition, including two Cannes Lions Grand Prix, and an Innovation Lion in 2016.

**Emmanuel Flores Elias, Dentsu Isobar Chief Business Transformation Officer,** shared: "I am excited to be joining Dentsu Isobar and to witness the Japanese market as it takes a great leap forward through digital disruption, invigorating its entrepreneurial spirit while undergoing infrastructural transformation in preparation to stand in the global spotlight once more."

“As change is the only constant, embracing it as a means to identify opportunities and incoming market challenges will further propel Dentsu Isobar as the design-driven leader for Japan in the UX and Service Design fields.”



### **About Emmanuel Flores Elias**

Emmanuel developed his professional career in the Europe for 19 years. During this time, he leveraged Agile methodology in his work and directly focused on product development. He has received over 50 accolades including two Cannes Lions Grand Prix, an Innovation Lion in 2016 and has served as a visiting professor of Interaction Design at Tongji University in Shanghai, China. Emmanuel is originally from Mexico.

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### **About Isobar**

With 400+ people across 2 offices in Japan, Dentsu Isobar is a part of Isobar, 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 global 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.dentsuisobar.com](http://www.dentsuisobar.com)