



## Duc Le, Jamie Rosen Join Definition 6

**06.13.2022**

Duc Le and Jamie Rosen have joined customer experience agency Definition 6, with Le named chief operating officer and Rosen joining the board.

"Jamie and Duc are seasoned agency pros whose breadth of experience will be an asset for how we evolve and grow moving forward," said Definition 6 (D6) CEO Jeff Katz in a statement. "More importantly, they align with our agency credo to be a partner to our clients in the truest sense of the word. Jamie brings a critical and fresh perspective to our board, from the client and agency side, while Duc is an operator with a stellar track record at both mid-sized and global agencies. He also bolsters our presence in New York City, where D6 holds one of four offices."

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Le comes to Definition 6 from Real Chemistry where he worked as practice leader of digital solutions. Prior to that, he served as global managing director of digital operations at Edelman Digital. Le started his career in equity portfolio management and then moved into business development and client services, working for such companies as Xceed Inc. and Porteck Corp.

"D6 is a well-established agency that still operates with a start-up spirit," said

Le, who will work closely with Chief People Officer Jennifer Briskin on the company's operations and growth strategies. "By that I mean, they're a smart, creative, nimble, and client-first operation. Factor in their impressive business fundamentals, a history of strong revenue growth, and an astonishing client-retention rate, it felt like a place where I could make an immediate impact, particularly from the standpoint of agency operations and client relations. That's my sweet spot - transforming agencies with a strong foundation, and scaling and fine-tuning them for the needs of both the client and the company without losing the DNA that was the key to success."

Rosen has held multiple leadership roles at various firms, including executive vice president and chief marketing officer at Publicis New York, EVP and managing director at Marcel New York and president of Dept W, a marketing entity and conglomerate of agencies dedicated to Walmart. She also worked as managing partner at strategic consultancy Naked Communications, where she led the development of brand, business, digital and integrated communications strategies for such clients as NBCUniversal, Revlon, Playboy, Heineken, Feeding America and GSK. Her other agency experience includes stints at Toy New York, BBDO, Fallon New York and Kirshenbaum Bond + Partners. On the brand side, she's worked in leadership and consulting roles at NASDAQ, PepsiCo and Claire's.

"Definition 6 is a diamond in the rough - experts in data and technology, creatively ambitious, adored by their clients, and on an impressive trajectory," said Rosen, also in a statement. "They also operate with the utmost integrity, transparency, and humility, which can be rare. I'm excited to partner with them to help accelerate their growth, scale their offering, and unlock their hidden superpowers-taking them from an agency you should know to an agency you do know."

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