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FOR IMMEDIATE RELEASE

**MJS EXECUTIVE SEARCH PLACES
DIRECTOR OF DIGITAL STRATEGY AND DEVELOPMENT
AT PEPSICO**

TARRYTOWN, NY. – JUNE 28, 2010 – MJS Executive Search, a leading boutique executive search firm, specializing in marketing, social media, general management and sales, today announced the placement of Shiv Singh as Director of Digital Strategy and Development at PepsiCo, reporting to Frank Cooper, PepsiCo's Chief Consumer Engagement Officer. In his new role at PepsiCo, Mr. Singh will be responsible for Pepsi's digital strategic vision and execution across brands.

Mr. Singh, a 2009 *Ad Age* Media Maven, was at Razorfish for 11 years, most recently as Vice President & Global Social Media Lead. Mr. Singh helped the agency introduce its clients such as Microsoft, Citibank and Starwood to digital/social influence marketing. Mr. Singh has been published widely and he has spoken at conferences such as South by Southwest Interactive and the Social Ad Summit. He is the author of *Social Media Marketing for Dummies* and he blogs at GoingSocialNow.com. He has also been quoted in *The Wall Street Journal*, Reuters, Associated Press, *Adweek*, *Ad Age* and several other noted publications discussing digital strategy and social influence marketing. He attended Babson College and the London School of Economics.

About MJS Executive Search

MJS Executive Search is a boutique retained search firm with practice areas in marketing, digital/interactive, social media, sales, PR & corporate communications and general management. Industry specialties include consumer goods & services, Internet & e-commerce, entertainment, media & sports, marketing & PR and professional services. MJS's clients include PepsiCo, American Express, Applebee's, Diageo, Equinox Fitness, Weleda, SeamlessWeb and SS+K. MJS works on both the client and agency sides.

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If you'd like more information about this topic, or to schedule an interview with Matt Schwartz or Sharon Schanzer, please contact Sharon Schanzer at 914.631.1774 x 3 or email Sharon at sharon@mjsearch.com