DEFINITION 6 NAMES JEFF KATZ AS CEO

ATLANTA – Definition 6’s Board of Directors today named Jeff Katz, previously Definition 6’s Chief Operating Officer, as the company’s new Chief Executive Officer. Barry Sikes is stepping down as CEO and remaining with the company as its Executive Chairman, effective immediately.

Katz has played an integral role in Definition 6’s strategic growth and success since joining the team just three years after the company’s founding. Katz has guided Definition 6’s business strategy and led the team in quickly capitalizing on opportunities in the ever-evolving world of marketing and technology.

Serving as President and COO, Katz has overseen the expansion of the 170-person agency’s global footprint to multiple cities. Katz has consistently been the driving force ensuring projects meet customers’ objectives and are delivered on time and on budget.

Barry Sikes will move from the CEO but will continue to lend his extensive experience and leadership skills as board member and Executive Chairman.

Katz said, “Since September, Barry has helped the company build a high performance team that is focused on growing our core businesses and align our resources to efficiently deliver our industry leading solutions. He continues to be a phenomenal mentor and coach to me.”

“I’ve really enjoyed working with Jeff these past months,” Sikes said. “His in-depth knowledge of the business and leadership skills have been instrumental in the continued growth of the company. I couldn’t be more confident in Jeff’s ability to lead the company into the future. It’s an exciting time for Definition 6!”

Definition 6’s global expansion began in 2009 after the leadership team raised $15 million dollars in private equity from Atlanta-based Navigation Capital Partners. This led to the acquisition of Creative Bubble, an industry leader in post-production, motion design, and audio engineering. As a result, the agency doubled in size and established a national presence with the office in downtown Manhattan.

“This acquisition was a tremendous success and produced The Coca-Cola ‘Happiness Machine.’ This type of innovative work could not have been created without bringing the two companies together so successfully,” said Katz.

Definition 6 doubled in size again and expanded globally in 2012 with the merger of Synaptic Digital, a broadcast PR, social and content creation company, and TheNewsmarket.com, the world's largest journalist community.

“This merger made it possible for Definition 6 to create, curate, and distribute our clients’ stories to people wherever and whenever utilizing our unique expertise in digital, entertainment, news, and broadcast video,” said Katz.

“We continue to add and enhance our services and product offerings across our business units with a laser focus on increased business results for our clients,” said Sikes. “I’m very pleased to be part of this great team.”

Katz’s passion for technology and innovation has inspired his career for over twenty years. He supports the technology community as a startup advisor at AngelPool.org and has held multiple local and national board positions for TechAmerica. Katz is also on the board of the Next Generation Manufacturing Association. A Jacksonville native, Katz earned his undergraduate degree from the University of Maryland at College Park and his M.B.A. from Jacksonville University.

ABOUT DEFINITION 6

Definition 6 creates, curates and distributes digital, social and video content for every medium. Whether it’s digital or broadcast, social or mobile, TV or radio, we have the ability to deliver the right message to the right person at the right time. In the company’s 16-year history, Definition 6 has created over $15 billion in revenue for its customers, including The Coca-Cola Company, HBO, Siemens, La Quinta Inns & Suites, GM, Nickelodeon, USA Networks, and Cox Enterprises. To learn more about our award-winning work, visit definition6.com