



## Nicolas Borgis appointed Managing Director of Emakina.FR

Paris, 3 October 2016 - Manuel Diaz, President of Emakina.FR, the full-service digital native communication agency, has appointed Nicolas Borgis as new Managing Director of the company. Nicolas Borgis will operate under the direction of Manuel Diaz, who remains Chairman of Emakina.FR and takes on new responsibilities in international development missions for Emakina Group.

Before joining Emakina, Nicolas Borgis was Director of Operations at *eYeka*, global crowdsourcing leader for marketing teams, studies and innovation of major brands. He was mainly responsible for product strategy, operations and business development for companies in the luxury and consulting business.

Nicolas holds a Master of Science from *Telecom ParisTech* and an MBA from *INSEAD*. He began his career in 1996 at *Netscape Communications*. After holding various positions in pre-sales in France for telecoms operators and the public sector, he joined the pan-European strategic sales team, winning major contracts in the Middle East.

In 2000 the Boston Consulting Group invited him to assist them as a strategy consultant. Based in Paris, he worked throughout Europe for telecoms, Internet and media clients.

In 2004, Nicolas Borgis joined *Microsoft France* as marketing manager for the public sector. Two years later, he was in charge of business development of the Microsoft Web ecosystem. There he led the programs and services designed for the "architects of the Internet world," for large advertising groups as well as for small digital agencies. He developed "*IDEES de Design*", a project promoting expertise in digital design and assisting talented start-ups in this area.

In 2008, Borgis joined *FastBooking*, a pioneer in online marketing for the hospitality industry. He created their Products & Services department and oversaw the development of solutions for hoteliers to sell their services directly from their website. FastBooking was acquired by Accor to accompany its digital transformation.

**Manuel Diaz**, President of Emakina.FR:

"When we created the agency 20 years ago, the web only covered a small part of our customers' business. Today, digital is everywhere and the challenges it brings have taken on a strategic dimension. We are very pleased to welcome Nicolas in our team.

His career at the crossroads of consulting, digital and entrepreneurship will enable us to achieve the ambitious goals we hold for our customers. "

**Nicolas Borgis**, new Managing Director of Emakina France explains:

"In a world where digital is ubiquitous, the paradox for brands is that emotion is the only way to create a lasting preference. Technology, even complex, must take its place in the background, to allow the experience provided to customers and employees to become self-evident. I am convinced Emakina is uniquely positioned to do this, and I am excited to join this talented and eclectic organisation. Today, the right moves and passion allow the teams to realize ambitious customer projects. Tomorrow, I want us to act *with* our clients, *not for* them: in a changing world it seems virtuous to me to co-build together; it's the best way to re-enchant their business."



*Nicolas Borgis, New MD of Emakina.FR*

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## About Emakina Group

**Emakina Group (ALEMK:BB) ranks among the top three independent full-service digital agency groups in Europe.**

Emakina Group agencies offer cutting-edge digital marketing services to leading domestic and multinational clients focusing on creating outstanding user experiences for their customers, employees and partners.

**Happy users make successful brands.** Seven hundred experts working from 15 offices in eight European countries deliver delightful websites, e-commerce, applications and communication campaigns that build user equity, the key to a successful digital transformation.

Emakina Group reported sales of EUR 70.3 million in 2015 and is listed on Alternext of Euronext Brussels ([ALEMK:BB](#) - ISIN: BE0003843605).

[www.emakina.com](http://www.emakina.com)