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Omnicom Loses Digital Group Chief Finnegan

Will Take Role With In-text Ad Network Vibrant Media

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A correction has been made in this story. [See below for details.](#)

NEW YORK (AdAge.com) -- Sean Finnegan, who was tapped less than a year ago as CEO of Omnicom Media Group Digital, is leaving to assume the role of chief media officer at Vibrant Media.



Sean Finnegan

The move is a loss for Omnicom and appears to have been unexpected for the holding company. In July, Mr. Finnegan [was upped](#) from U.S. director of digital at OMD to lead the digital group, which oversees all of Omnicom's media entities, such as OMD, PHD and Fuse Sports & Entertainment.

Vibrant Media is a contextual in-text advertising network. It highlights keywords within online editorial content and users can mouse over the words to pull up an ad and click through to interact. One of its faster-growing products is video, in which users click on a keyword to launch a video ad.

"We've doubled our revenue in each of the last five years and we're confident that Sean will help us corral the traditional advertising market as it rapidly shifts online," said Doug Stevenson, CEO, Vibrant Media, which was founded in 2000 and has offices in New York, San Francisco, Hamburg, London and Paris.

At Vibrant, Mr. Finnegan will align the marketing, business development and product innovation departments with Vibrant's 85-person sales team, which is led by John Sedlak.

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CORRECTION: *An earlier version of this story incorrectly reported that Mr. Finnegan would lead Vibrant's sales team.*

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