

# 2018 GLOBAL EFFIE AWARDS JURY

## FINAL ROUND JURY

 NEW YORK CITY

Moderator

**BEN RICHARDS**

Worldwide Chief Strategy Office  
Ogilvy & Mather Worldwide

Judges

**SHONA BUTTON**

Global Agency Lead  
Facebook

**MIKE BARRETT**

President  
Heat

**KATE BOWER**

CSO, Global  
IPG MediaBrands

**ANDEA CAMPBELL**

Group Data Strategy Director  
Droga5

**HOPE COWAN**

US Creative Agency Lead  
Facebook

**VITA HARRIS**

EVP, CSO  
FCB

**DANIELLE KOFFER**

VP, Media, Global  
Colgate-Palmolive Company

**HANNAH LAW**

Creative Agency Partner  
Facebook

**JOHN MESCALL**

Global Executive Creative Director/Global  
Creative Council President  
McCann Worldgroup

**JENNIFER MCBRIDE**

Director of Digital  
J. Walter Thompson

**MARK RENSHAW**

Global Chair, Brand Practice & Interim  
Global Chair, Creative Strategy  
Edelman

**MATT SEILER**

President, Brand Solutions  
Dentsu Aegis Network

## ROUND ONE JURY

 LONDON

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CSO, Europe  
McCann Worldgroup EMEA

Judges

**ADAM ARNOLD**

Group CMO  
BBH

**BETH BENTLEY**

VP Strategy  
Virtue by VICE

**DAMON COLLINS**

Founder  
Joint

**SHEKHAR DESHPANDE**

Global Planning Director  
JWT

**SARAH DEXTER**

CEO And Regional Planning Director, SA  
MullenLowe SA

**OWEN DOWLING**

Strategy Director  
Leagas Delaney

**MICHAEL DWAN**

Head of Customer Success  
Amazon Advertising

**LAURENCE GREEN**

Executive Partner  
MullenLowe London

**VASILEIOS KOURAKIS**

Global Marketing ROI Director  
L'Oréal

**WILLIAM LIDSTONE**

Global Client Lead  
Publicis Groupe

**LOÏC MERCIER**

CSO  
BBDO Paris

**ALEX PASINI**

SVP Global Alliances  
Sid Lee

**LISE PINNELL**

Creative Agency Partner  
Facebook

**MALCOLM POYNTON**

Global CCO  
Cheil Worldwide

**ADAM STAGLIANO**

Global Brand Leader, Global Strategy  
Partner  
TBWA

**STEPHEN SQUIRE**

Global Marketing Director Oral Care  
Procter & Gamble

**ANURAAG TRIKHA**

Brand Director, Global  
Heineken N.V.

 **NEW YORK CITY**Moderator**BEN RICHARDS**

Worldwide Chief Strategy Officer  
Ogilvy & Mather Worldwide

Judges**ANNIKA BLOCKSTRAND**

Managing Director  
Initiative Mexico

**CHRISTOPHER BRIDGLAND**

VP, Global Strategy Director  
Leo Burnett USA

**ED CASTILLO**

CSO  
Arnold

**JULIE CHAN**

Global Consumer Engagement Lead  
Pfizer

**CLARA FLIKSTEIN**

Global Strategy Lead, Samsung  
Starcom

**CARLOS GIL**

VP, Global Male Grooming, Axe Brand  
Unilever

**TOMAS GONSORCIK**

Managing Director, Integrated Strategy  
VML

**JULIA GRAY**

SVP, Digital  
BLUE 449

**MARY HASKIN**

Creative Agency Partner  
Facebook

**JESSICA KLEIN**

VP, Group Client Lead  
Havas

**YANNIS KOTZIAGKIAOURIDIS**

Global Chief Analytics Officer  
Wunderman

**BOON LAI**

VP, Global Marketing  
Cisco

**JULIE LANG**

Agency Partner  
Facebook

**JULIETTE LEAVEY**

Associate Director, Digital Strategy  
Deutsch Inc.

**ROBERTO MARTINI**

CEO/CCO  
FLAGCX. The Creative Disruption Network

**COLM MURPHY**

Co-Head of Strategy  
Droga5

**MOLLIE PARTESOTTI**

Head of Strategy  
CP+B LA

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Global Brand Leader, Aleve  
Bayer HealthCare Consumer Health Division

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Managing Partner, Global Head of Social  
GroupM

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Global Communications Planning Director  
Mindshare

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VP Strategic Planning  
AlmapBBDO

Judges**RENATA D'AVILA**

CSO  
F.biz \* A WPP Company

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Director of Marketing  
Carrefour

**IAN BLACK**

Executive Director  
New Vegas

**RENATA BOKEL**

Strategy VP  
BETC

**EDUARDO CAMARGO**

CEO, CCO  
Mutato

**CLAUDIA COLAFERRO**

President  
Dentsu Aegis Network Latin America

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CSO  
DPZ&T

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CEO  
Saatchi & Saatchi Mexico

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Managing Director  
Wieden+Kennedy Sao Paolo

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Chief Creative Officer  
FCB Brazil

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CSO  
WMcCann

**DIEGO DE OLIVEIRA**

Creative Strategist  
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SVP of Product and Operations  
RBS Group

**ANA SANTOS**

Head of Strategic Planning  
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SVP Global Marketing - Multicultural & Cross  
Border  
MasterCard

**DANIEL DE TOMAZO**

Head of Planning  
Ogilvy Brasil

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Regional Strategy Director, APAC  
McCann Worldgroup

Judges**PULLY CHAU**

Group CEO, Cheil Greater China  
Cheil Worldwide

**NITIN DARBARI**

Commercial Head - Malaysia, Singapore,  
Vietnam and ECommerce  
Procter & Gamble

**CAROLINE GAZELEY**

Regional Connected Product Planning  
Manager, Global Connected Customer  
Experience  
General Motors International

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CEO, Asia Pacific  
MediaCom

**JANE LIM**

CEO  
FCB Singapore

**ROSEMARY LISING**

Managing Director  
Columbus Asia

**SANDRA LOEB**

Global Brand Director  
Unilever

**PRIYANKA NATH**

Digital Marketing Lead, Global Partner  
Marketing  
Expedia

**KAREN NGUI**

MD & Head of Group Strategic Marketing  
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DBS Bank

**GOWTHAMAN RAGOTHAMAN**

Chief Strategy Officer, FAST, Global  
Mindshare

**TAHAAB RAIS**

Regional Head of Strategic Planning &  
MENA Truth Central Director  
FP7/McCann MENA

**NEIL STEWART**

Head of Agency, APAC  
Facebook

**MÅNS TESCH**

CSO - APAC, Middle East & Africa  
Grey

**SAILESH WADHWA**

Chief Strategist  
Edelman

**THOMAS WAGNER**

Planning Director  
BBH APAC

**LUCIUS YOUNG**

Global Digital & PR, Brand Development  
Unilever

**GILL ZHOU**

VP of Marketing, Communications and  
Citizenship, University Relations, Digital and  
Transformation  
IBM