MARKETING HALL OF FAME

CELEBRATING BRILLIANCE IN MARKETING

MAY 21, 2015

NYAMA
AMERICAN MARKETING ASSOCIATION
OF NEW YORK

WELCOME

TO THE 2015 MARKETING HALL OF FAME®

Baseball, Football, Hockey, Rock n' Roll all have their Halls of Fame. Each celebrates greatness in their field with honors and festivities. Now it's marketing's turn. Welcome to the Marketing Hall of Fame®.

The Marketing Hall of Fame mission is to raise the profile of marketing and its practitioners, to prepare marketers to thrive in a rapidly transforming business environment and to inspire, support and celebrate brilliance in marketing. We can think of no better way to support this mission than to recognize the leaders who have demonstrated extraordinary achievements, not just in one campaign, for one brand, or at one organization, but across their careers.

Recognition of excellence in marketing is fragmented and siloed into advertising, OOH, digital, PR, design, media, and market research. But there is only one hall of fame that honors outstanding contributions by individuals to the marketing profession as a whole along with educating and inspiring a new generation of marketers - the Marketing Hall of Fame. Until there is a Nobel Prize in Marketing, this will be the only award which embraces people across every aspect of the marketing profession.

Once again, it is time to "Celebrate Brilliance in Marketing," with the induction of four outstanding marketers into the 2015 Marketing Hall of Fame. Please join us in congratulating Trevor Edwards, President, Nike brand, Nike; David Aaker, Vice Chairman, Prophet and Professor Emeritus, Berkeley Haas School of Business; Yvon Chouinard, Founder, Patagonia and Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather.

We want to express our thanks to the Marketing Hall of Fame Academy, which includes 180 top professionals representing a wide array of marketing disciplines, and to our distinguished judging panel, comprised of a select group of industry leaders, organized by the Columbia University Business School.

Congratulations to the inductees and thank you for supporting the 2015 Marketing Hall of Fame.

With celebratory wishes,

Joanna Seddon
Chair
Marketing Hall of Fame

Robert Kahn
Co-Chair
Marketing Hall of Fame

INDUCTION CEREMONY

MAY 21, 2015 6 PM – 9 PM

JWT WORLD HEADQUARTERS CONFERENCE CENTER
466 LEXINGTON AVENUE NYC

6:00 pm – 7:00 pm	Networking Reception
7:00 pm - 8:20 pm	Welcome by Don Sexton, President NYAMA Introduction by Joanna Seddon, Chair Marketing Hall of Fame Opening video Trevor Edwards induction and presentation, introduced by Bob Kahn, Co-Chair and NYAMA Board Member David Aaker induction and presentation, introduced by Don Sexton, President NYAMA Yvon Chouinard induction and presentation, introduced by Randall Ringer, NYAMA Past President and Board Member Shelly Lazarus induction and presentation, introduced by Joanna Seddon, Chair Marketing Hall of Fame
8:20 pm - 9:00 pm	Bar reopens for post event networking and photos

THE MARKETING HALL OF FAME®

The Marketing Hall of Fame® was established in 1993 by the NYAMA to recognize and honor brands that reached iconic status through sustained success in the marketplace. One classic brand and one current brand were honored each year by the NYAMA at the EFFIE Awards. In fact, the Effies were also created and run for many years by the NYAMA.

In 1994, Dr. Philip Kotler was Chairperson of the Nominating Committee. Some of the brands inducted over the years include: Coca-Cola, Apple, Nike and Barbie.

In 2014 we changed the format to focus on the people behind the brands. This reflects today's reality. Marketing is one of the most dynamic and important contributors to creating value, in part due to disruptive digital technology, storytelling and co-creating with consumers. The Marketing Hall of Fame® is one way the NYAMA aligns our mission with the future of marketing.

ELECTION CRITERIA

The Marketing Hall of Fame® recognizes outstanding innovators in the field of marketing, and encourages future generations of marketers to follow in their steps.

Recognition is given to individual marketing innovators. They can come from any marketing discipline—they can be CMOs or Marketing Directors, work in advertising or branding or research agencies, or be academics, journalists, or other marketing experts. In keeping with the spirit of marketing, the awards are contemporary. The awards are for current active marketing practitioners. Inductees must have been in the profession at least ten years. The initial focus is on North America, but nominations are accepted globally.

ACHIEVEMENTS THAT ARE RECOGNIZED INCLUDE:

- Marketing that works: Demonstrated use of marketing to drive business results (e.g. dramatically grow sales)
- Marketing that raises the profile of the discipline: Increasing the influence of marketing (e.g. getting a seat on the board, expanding to innovation)
- Marketing that is innovative: e.g. Pioneers of social media, inventors of new forms of marketing research/measurement
- Marketing that inspires others: Both staff and the next generations of marketers

THE ELECTION PROCESS

The election process is designed to be inclusive and open, while also drawing on the expertise of distinguished marketing leaders. An open call-for-entries last summer, involving NYAMA members and wider circles of marketers, drew 126 highly qualified individuals. The 14-member Marketing Hall of Fame committee chaired by Joanna Seddon and Bob Kahn examined the achievements of each nominee against our four criteria, and narrowed the list to 40 nominees.

This short list was sent to the 180 members of The Marketing Hall of Fame Academy, an exclusive group of senior marketing professionals handpicked by the NYAMA board from the corporate, agency and academic worlds.

The Academy members' votes determined the top 12 final contenders.

A stellar Panel of Judges representing the industry's leading associations and organizations then reviewed the dozen finalists and picked this year's three inductees.

This year's selection committee consisted of David Almy, president, Marketing Research Association (MRA); Gayle Fuguitt, CEO, Advertising Research Foundation (ARF); Nancy Hill, CEO, American Association of Advertising Agencies (4As); Bob Liodice, CEO, Associate of National Advertisers (ANA); Kendall Nash, President, Qualitative Research Consultants Association (QRCA); Bruce Nelson, former Vice Chair, Omnicom; Earl Taylor, CMO, Marketing Science Institute (MSI) and the 2014 inductees, Joseph V. Tripodi, former EVP and Chief Marketing & Commercial Officer, The Coca-Cola Company, Beth Comstock, SVP and CMO, General Electric, and Phil Kotler, Professor of International Marketing at the Kellogg School of Management at Northwestern University.

This year's nominees represented an extraordinarily impressive cross-section of influential marketers, and the finalists were all well-renowned for their outstanding contributions to the field. We relied on the collective wisdom of our distinguished selection committee to identify four new inductees who have truly moved the industry forward through their vision, innovation, leadership and accomplishments. We could not be prouder to celebrate the brilliance of Trevor Edwards, Shelly Lazarus, Yvon Chouinard and David Aaker who represent leadership and innovation in the field.

TREVOR EDWARDS

PRESIDENT, NIKE BRAND
NIKE

Trevor Edwards was born in London, England. He grew up in London and Jamaica before attending Baruch College, City University of New York, where he received a bachelor's degree in business in 1984. Five years later, while also working full-time, he returned to Baruch College to receive his MBA.

Edwards began his professional career at The Goldman Sachs Group, Inc., before joining Colgate-Palmolive Company to work in marketing. In 1992, Edwards joined NIKE as a regional marketing manager.

In his role of President, Edwards provides long-term business vision for one of the world's most iconic brands and leads NIKE's deep understanding of consumers worldwide. Edwards' successful career at NIKE showcases his ambition to put the consumer and the athlete at the center of all the company does. A true global citizen, Edwards' unique outlook drives NIKE's approach to making profound, long-lasting connections with people in more than 160 countries across six continents.

Throughout his storied career at the world's most innovative and inspirational sports brand, Edwards has led some of NIKE's biggest breakthroughs, including a transformation of the digital landscape through the creation of Nike+ and was instrumental in NIKE becoming the world's leading football (soccer) brand. Today, his responsibilities include leadership over the NIKE brand, which includes the company's entire geographical business: wholesale, retail and e-commerce operations.

Edwards has been widely recognized for his influence in sports and business in publications from Sports Illustrated to Fast Company. He has served on the board of Mattel, Inc. since 2012. Edwards lives in Portland, Oregon with his wife and twin sons.

DAVID AAKER

VICE CHAIRMAN
PROPHET

David Aaker, the Vice-Chairman of Prophet Brand Strategy and Professor Emeritus of Marketing Strategy at the Haas School of Business, UC Berkeley, is the winner of three career awards for contributions to the science of marketing (the Paul D. Converse Award), marketing strategy (the Vijay Mahajan Award) and the theory and practice of marketing (the Buck Weaver Award).

He has published over 100 articles and 17 books including *Strategic Market Management*, *Managing Brand Equity*, *Building Strong Brands*, *Brand Leadership* (co-authored with Erich Joachim Sthaler) *Brand Portfolio Strategy*, *From Fargo to the World of Brands*, *Spanning Silos*, *Brand Relevance*, and his latest book, *Aaker on Branding*.

His books have sold well over one million copies and have been translated into eighteen languages.

Named as one of the top five most important marketing/business gurus in 2007, Professor Aaker has won awards for the best article in the California Management Review and (twice) in the Journal of Marketing. A recognized authority on brand equity and brand strategy, he is a regular columnist for AMA's Marketing News, he regularly blogs at Linkedin and davidaaker.com.

YVON CHOUINARD

FOUNDER
PATAGONIA

Yvon Chouinard was born in Lewiston, Maine, in 1938, and raised in Southern California. There, as a teen he taught himself how to climb, surf, skin dive—and blacksmith. By the early 1970s when he founded Patagonia, Chouinard Equipment pitons, carabiners and ice axes had become the world standard.

Spending 140 days a year in the natural world, Chouinard learned early in his life as an alpinist, surfer and fly fisherman the seriousness of the environmental crisis—and he brought this knowledge to bear on his work. In the late 1980s he instituted Patagonia's earth tax, pledging 1 percent of sales to the preservation and restoration of the natural environment.

In the 1990s, Chouinard encouraged Patagonia to consciously to reduce the environmental footprint of its products and activities, beginning with a 100 percent switch from conventional to organic cotton and the introduction of fleece clothing made from recycled polyester. He then sought to work with other partner companies to reduce environmental harm on a global scale. Chouinard, either independently, or with Patagonia helped co-found with others the Fair Labor Association, One Percent for the Planet, the Textile Exchange, the Conservation Alliance, and the Sustainable Apparel Coalition. In addition, Patagonia has been a B Corp member since 2012.

Chouinard continues to surf and fly fish. He is the author or co-author of *Climbing Ice, Let My People Go Surfing, The Responsible Company* and *Simple Fly Fishing.*

SHELLY LAZARUS

CHAIRMAN EMERITUS
OGILVY & MATHER

Shelly has been working, as she would say it, “In the business I love,” for more than four decades, almost all of that time at Ogilvy & Mather.

Shelly rose through the ranks of Ogilvy & Mather assuming positions of increasing responsibility in the management of the company, including president of O&M Direct North America, Ogilvy & Mather New York and Ogilvy & Mather North America. She was named worldwide CEO of Ogilvy & Mather in 1996 and Chairman in 1997. She became Chairman Emeritus in July 2012.

Shelly started at Ogilvy at a time when the agency’s legendary founder David Ogilvy still walked the halls, and personally preached that the purpose of advertising was to build great brands. Under Shelly’s leadership, that essential mission has remained the centerpiece of the company’s philosophy, extending across regions and marketing disciplines, and attracting some of the world’s largest and most respected brands including American Express, BP, Coca-Cola, IBM and Unilever among many others.

Shelly has been a frequent industry honoree. Advertising Women of New York selected Shelly as its Woman of the Year in 1994. She was honored by Women in Communications with their Matrix Award in 1995, was named Business Woman of the Year by the New York City Partnership in 1996, and Woman of the Year in 2002 by the Direct Marketing Association (DMA). She has appeared numerous times in Fortune magazine’s annual ranking of America’s 50 Most Powerful Women in Business. Shelly was the first woman to receive Columbia Business School’s Distinguished Leader in Business Award as well as the Advertising Educational Foundation’s (AEF) Lifetime Achievement Award. She was inducted into the American Advertising Federation Hallof Fame in 2013 and is also a member of the DMA’s Hall of Fame.

Shelly serves on the boards of several corporate, philanthropic and academic institutions: The Blackstone Group, The Defense Business Board, FINRA, General Electric, Merck, New York Presbyterian Hospital, Committee Encouraging Corporate Philanthropy, World Wildlife Fund, Partnership for New York City, Lincoln Center, and the Board of Overseers of Columbia Business School, where she received her MBA in 1970. She served for five years as Chairman of the Board of Trustees of Smith College, her alma mater. She is a member of Advertising Women of New York, The Committee of 200, Council on Foreign Relations, The Business Council, and Women’s Forum Inc. She has also served as Chairman of the American Association of Advertising Agencies.

Shelly is the wife of Dr. George Lazarus, a New York pediatrician, and mother to their three grown children.

THE NEW YORK AMERICAN MARKETING ASSOCIATION

NYAMA
AMERICAN MARKETING ASSOCIATION OF NEW YORK

WE INSPIRE, SUPPORT AND CELEBRATE BRILLIANCE IN MARKETING.
Founded in 1931, the New York American Marketing Association (NYAMA) is the principal community for marketing professionals across all industries and disciplines in the New York area. Offering programs, monthly events, and interaction through volunteer activities, we provide marketers with an opportunity to increase their knowledge and reach in the marketing community.

VISION
Marketing is rapidly evolving to become a primary engine of economic growth. Marketers who adapt to new challenges will create new value for their companies and society. Our shared purpose is to accelerate this transformation to the future of marketers.

MISSION
The NYAMA raises the profile of marketing and marketers. We prepare marketers to thrive in new roles, develop expertise and grow new capabilities. We are advocates for breakthroughs in all aspects of marketing.

VALUES
Through our mission, we bring life to the things we value:
- Encouraging meaningful breakthroughs in marketing knowledge
- Integrating the diverse perspectives that keep marketing relevant
- Connecting people to advance their careers and the profession
- Creating opportunity for involvement, experience and recognition
- Sharing the creative energy that radiates from the heart of NYC

Learn more at MarketingHallofFame.org and NYAMA.org

2015 MARKETING HALL OF FAME VOLUNTEERS
We would not be here tonight without the help of our 2015 Marketing Hall of Fame Committee: **Joanna Seddon**, President Global Brand Consulting, OgilvyRED; **Bob Kahn**, Founder, Kahn Consulting; **Lee Hornick**, President, Business Communications Worldwide; **Don Sexton**, NYAMA President and Professor of Marketing, Columbia University; **Jack Mello**, Jack Mello PR; **Lukas Pospichal**, Managing Director, NYAMA; **Cristiano Andreotti**, Partner/Creative Director, Verse Group; **Elizabeth Kiehner**, Senior Design Manager/Chief of Staff at IBMiX; **David Rodgers**, Professor of Digital Marketing, Columbia University Business School; **Randall Ringer**, CEO, Verse Group; **Amy Lynch**, Director of Regional Marketing, Fidelity Investments; **Alisa Ahmadian**, Project Manager, Aldeia Works and **Jamie Penkethman**, Marketing Strategist.

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