

# MARK ETING HALL OF FAME INDUCTION CEREMONY

APRIL 16, 6-9 PM  
R/GA, NEW YORK

#MHoF19

# WELCOME

TO THE 2019  
MARKETING HALL  
OF FAME®

Welcome to the 2019 Marketing Hall of Fame!

We are thrilled to be celebrating brilliance in marketing tonight with the induction of three outstanding marketers to the Marketing Hall of Fame: Wendy Clark, Chief Executive Officer, DDB Worldwide; Ann Lewnes, Executive Vice President, Chief Marketing Officer, Adobe; and Keith Weed, Chief Marketing and Communications Officer, Unilever.

Our three inductees exemplify the Marketing Hall of Fame purpose: to inspire, support and celebrate brilliance in marketing, to grow recognition and passion for the profession, and attract new generations to the field.

They are joining a stellar group of marketing innovators—from Steve Jobs in the Marketing Hall of Fame's early days, to Jon Iwata, Jim Stengel, Joe Tripodi, Phil Kotler, Al Reis, Shelly Lazarus and Seth Godin, Lee Clow and Esther Lee more recently.

The Marketing Hall of Fame is unique. It is the only honor that rewards achievement across the whole of marketing: from company CMOs, to agencies, to academics, researchers and writers. The process through which inductees rise to the top is intentionally extremely democratic. There is no backroom committee in sight. Inductees are elected not selected, voted in by hundreds of senior members of the marketing community. And tonight's event has real content—not just congratulatory speeches, but our inductees' perspectives on marketing's future.

Tonight is the culmination of a year of planning and significant effort from many people: our passionate and dedicated volunteers; the 250 members of the Marketing Hall of Fame Academy, our distinguished Judging Panel of industry leaders; and of course this year's sponsors, who provide essential support. Every year, the event is bigger, the support greater, the PR and social media conversation broader and more global. We are also most grateful to R/GA for hosting the event.

Thank you all for being here tonight to recognize the outstanding contributions of three leaders who have demonstrated extraordinary achievements, not just in one campaign, for one brand, or at one organization, but across their careers.

With celebratory wishes,



**Joanna Seddon**  
Co-Chair  
Marketing Hall of Fame



**Robert Kahn**  
Co-Chair  
Marketing Hall of Fame

# MARKETING HALL OF FAME

The Marketing Hall of Fame® was established in 1993 by the AMA New York 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 AMA New York at the Effie Awards. Some of the brands inducted over the years include: Coca-Cola, Apple, Nike and Barbie. In fact, the Effies were also created and run for many years by the AMA New York.

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 AMA New York 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, 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 fall, involving AMA New York members and wider circles of marketers, drew over 150 highly qualified individuals. The Marketing Hall of Fame committee chaired by Bob Kahn examined the achievements of each nominee against our four criteria, and narrowed the list to 50 nominees.

This short list was sent to the 250+ members of The Marketing Hall of Fame Academy, an exclusive group of senior marketing professionals handpicked by the AMA New York 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 3 inductees.

## THE 2019 MARKETING HALL OF FAME COMMITTEE

**Robert Kahn**, Co-Chair and AMA New York Immediate Past-President, Senior Vice President, Business Development, Elateral

**Joanna Seddon**, Co-Chair and AMA New York Past-President, President, Global Brand Consulting, Ogilvy

**Joshua Bruner**, Director of Communications, The General Theological Seminary of the Episcopal Church

**Nancy Cardenas**, Account Manager, GreenBook

**Priya Doty**, Vice President, Product Marketing, IBM

**Lee Hornick**, President, Business Communications Worldwide

**Skyla Li**, SEO Project Manager, Croud

**Jack Mello**, Jack Mello PR

**Lukas Pospichal**, Managing Director, GreenBook and AMA New York

**Molly Purcell**, Marketing and Administrative Coordinator, AMA New York

**Matt Quint**, Director, Center on Global Brand Leadership, Columbia Business School

**Don Sexton**, Professor of Marketing, Columbia Business School

MARKETING HALL OF FAME

# INDUCTION CEREMONY



**6:00pm – 7:00pm    Networking Reception**

**7:00pm – 9:00 pm    Welcome**

Robert Kahn, Co-Chair Marketing Hall of Fame, Past President  
AMA New York

Joanna Seddon, Co-Chair Marketing Hall of Fame, Past President  
AMA New York

**Keynote Address**

Bob Liodice,  
Chief Executive Officer, Association of National Advertisers

**Wendy Clark**

Chief Executive Officer, DDB Worldwide,  
Introduction by Molly Grace Clark, Josie Clark and J.B. Clark

**Ann Lewnes**

Executive Vice President and Chief Marketing Officer, Adobe,  
Introduction by Joanna Seddon

**Keith Weed**

Chief Marketing and Communications Officer, Unilever,  
Introduction by Peter Dart, Director and WPP Global Client Leader,  
Unilever

**Closing**

Robert Kahn

**Networking, open bar, and photos**



**WENDY CLARK**  
GLOBAL CEO, DDB WORLDWIDE

# WENDY CLARK



Wendy Clark was named CEO for DDB Worldwide in February 2018, leading 200 offices in 100 countries and more than 11,500 associates globally, following her successful tenure leading a turnaround as CEO of DDB North America. In her three years at the agency, Wendy has launched DDB Flex, the bespoke, cross-agency model customized for DDB's clients' businesses. She has also driven a renewed sense of new business winning helping to land over 32 pitch wins, including Volkswagen, McDonald's, Johnson & Johnson, AT&T, Kellogg's, Miller Lite and the U.S. Army, to name a few.

In addition, Wendy has transformed the agency's leadership team with marquee hires, including NA CCO Ari Weiss, NA CSO Eric Zuncic, Chief People Officer Britt Hayes, NY CCOs Lisa Topol and Derek Barnes and CSO Susie Lyons; Chicago CSO Tricia Russo; Canada CEO/CCO Brent Choi; We Are Unlimited's CEO Mark Mulhern and CCO Toygar Bazarkaya; SCJ global business director Nancy Shamberg; and Velocity's global president Audrey Melofchik, to name a few.

Prior to joining DDB, Clark held executive roles at The Coca-Cola Company as President, Sparkling Brands & Strategic Marketing for Coca-Cola North America and global SVP Integrated Marketing Communications where her team's work was recognized by the coveted Cannes Marketer of the Year award in 2013. Prior to joining Coke, Clark was Senior Vice President, Advertising for AT&T where she led the \$1B+ rebranding of the company to the New AT&T.

Called "one of the most important women in advertising" by Advertising Age, Clark has earned numerous recognitions over the course of her career including the Matrix Award from New York Women in Communications, She Runs It's Advertising Woman of the Year, and was named the Brand Refresher on Fast Company's top ten list of innovative Business Disruptors. Clark's efforts were formally recognized in 2007 upon her induction into the American Advertising Federation's Advertising Hall of Achievement. Most recently, Advertising Age named Clark their Executive of the Year for 2017.

Clark is a board director for Effie's Worldwide, Ad Council, American Advertising Federation and David Yurman, LLC.



## **ANN LEWNES**

EXECUTIVE VICE PRESIDENT &  
CHIEF MARKETING OFFICER, ADOBE

Ann Lewnes' innate passion for creativity and media drive her as Adobe's CMO, and are reflected in the company's groundbreaking marketing campaigns.

Creativity is only half the equation, as under Ann's leadership, Adobe's marketing organization led the shift to digital marketing long before it became the norm, setting the template for marketing's strategic impact on business. Today, Ann is once again pioneering a new category — the evolution of digital marketing to customer experience management — creating end-to-end experiences across every marketing channel by harnessing the power of creativity, comprehensive customer data, new media, and community to drive next-level customer experiences at scale.

Prior to Adobe, Ann spent 20 years building the Intel brand as a VP of Marketing. Ann serves on the boards of Mattel and the Ad Council. She has been named one of the world's most innovative CMOs by Business Insider, one of the world's most influential CMOs by Forbes and to the AdWeek 50, an annual celebration of the most indispensable executives across marketing, media and technology. In 2015, Ad Age named her to The Creativity 50, a list honoring the most creative people of the year.

# ANN LEWNES





**KEITH WEED**  
CHIEF MARKETING &  
COMMUNICATIONS OFFICER, UNILEVER

# KEITH WEED

As Chief Marketing and Communications Officer, Keith Weed is a member of the Unilever Executive and responsible for the Marketing, Communications and Sustainable Business. He has held this role since 2010.

Leading the creation of the Unilever Sustainable Living Plan, Keith has been pioneering new ways of integrating sustainability into the business as a key driver of growth. His responsibilities align with Unilever's vision to grow the business while reducing its environmental footprint and increasing its positive social impact.

Most notably, Keith has directed significant advances in digital and influencer marketing and technologies within Unilever and has championed the 3Vs, Viewability, Verification and Value across the industry. He is committed to tackling stereotypes—gender and beyond - in advertising through Unilever's #Unstereotype initiative and is the architect behind the #Unstereotype Alliance, co-created with UN Women, bringing together 35 companies to remove the portrayal of unhelpful stereotypes from their advertising by 2020. He has also championed the development of brands with purpose through Unilever's crafting Brands for Life strategy.

Recent recognition includes Forbes 'World's Most Influential CMO' in 2017 and 2018, 'Global Marketer of the Year 2017' by the World Federation of Advertisers, The Drum's Lifetime Achievement Award in 2018, Marketing Dive's Executive of the Year, 2018 and recognised as a Champion of Women in Business within the Financial Times' HERoes list.

Outside Unilever, Keith is the President of the Advertising Association, Chairman of Business in the Community International and a Business in the Community Board Trustee, President of the History of Advertising Trust, an Effie Board Director and Trustee of Grange Park Opera. He is also a Fellow of The Marketing Society, and as an engineering graduate, a Fellow of the Institute of Mechanical Engineers.



# 2019 MHoF WINNERS REVEAL MARKETING SUCCESS SECRETS

Allen Adamson, Brandsimple

Among the many factors that separate winners from losers in marketing today, perhaps the most critical is the ability to deal successfully with the accelerating pace of change and disruption. How do you keep your product, your brand, or your organization relevant to consumers in the face of continuous revolutions and evolutions in the marketplace? The best marketers have not only figured out what it takes to stay ahead and stay relevant, they are motivated by the challenge. They thrive on it, and, equally important, they know how to motivate those around them to embrace and leverage it to the benefit of consumers and to their organizations.

It was about this topic that I had the privilege of talking to Wendy Clark, Ann Lewnes, and Keith Weed, the inductees to the 2019 AMA New York Marketing Hall of Fame. While each of these recognized “best marketers” grew their careers in different categories, they share the same philosophy about what it takes to stay ahead of consumer demands in a frenetic world. In other words, to stay relevant. This philosophy is comprised of two interconnected elements. First of all, marketers who succeed in the face an ever-changing market know how to unlock the power of collaboration. They are passionate about this, recognizing that working in a collaborative way enables people to move more quickly, in a more fluid, agile, “plug and play” fashion, which makes for greater efficiency. They know that collaborative teams appreciate the value in working together toward a common goal which just naturally raises motivation levels. That it’s a way to effectively combine skills, resources, talent and experience in order to not just see, but quickly seize opportunities as they arise.

The second element is the ability to stay focused on your roots, your history, your founding (or founder’s) vision while at the same time tapping into the contemporary zeitgeist. It’s the ability to have one foot in the past and another in the present and the nimbleness to achieve just the right balance in an authentic way.

“Collaboration between thought partners, consumers, and communities is absolutely critical,” Clark told me during our discussion. “The skill of the future is deep collaboration, not your own territorialism, not your own personal success, not the propagation of your own idea. It’s a willingness at all levels and in every facet of an organization to roll up your sleeves and hear and listen to each other and want to build on one another’s idea, not replace one another’s ideas. Our clients today are demanding solutions that are good and fast. To achieve this you need massively talented people who are happy to build the Lego set together knowing that everyone’s bricks will make the product better. The complex capabilities we need to practice today are such that no single person can drive success. Bottom line outcomes come from collaborative teams. If we are not hiring, training, inculcating this idea, we will not get the answers we are seeking.”

**“THE SKILL OF THE FUTURE IS DEEP COLLABORATION, NOT YOUR OWN TERRITORIALISM, NOT YOUR OWN PERSONAL SUCCESS, NOT THE PROPAGATION OF YOUR OWN IDEA.”**

- WENDY CLARK

Clark stepped into her role as CEO of DDB after remarkable stints as CMO at Coca-Cola and AT&T. I asked her how her responsibilities on the client side of the equation has helped inform her role as the leader of a major advertising firm. “I have a tremendous respect for the history and legacy of brands,” she said. “The formula for Coca-Cola hasn’t changed for over 100 years, nor has the brand positioning as a beacon of happiness and refreshment. That said, the livelihood of the business depends on recruiting the next generation of 15-year-olds. AT&T also has an incredible legacy. The ability to reach out and touch someone functionally and emotionally. I believe that having a steady sense of who you are as a brand, where you come from, and imagining it against a contemporary marketplace is what the art of marketing is all about. There’s a tension point where they pull against each other, and they complement each other. What the core practice of marketing is all about is interpreting a brand’s vision within the dynamic of the current marketplace. Stepping into my role at DDB, a 68-year-old agency, I had to practice what I’ve always practiced. That’s understanding the true vision and anchor points of this brand – what Bill Bernbach founded it on – and envisioning how he would practice his vision today. As a leader, I feel that I am responsible for three things. To set the vision, as in “We’re going to climb that mountain,” to remove barriers and motivate the entire organization to execute the vision; and to hold people accountable for their roles in achieving the objective.”

Ann Lewnes, Executive Vice President and Chief Marketing Officer of Adobe, who joined the company after 20 years as VP of Marketing at Intel, also spoke directly about the importance of having a vision founded on brand legacy. “Software is a people business and Adobe’s culture is rooted in the belief that our people are our most precious asset and good ideas can come from anywhere in the company,” she said. “I’ve had the good fortune to be at two companies that have grown exponentially because their leaders saw a perhaps audacious opportunity and went for it. It’s amazing how much people can raise their potential if they are given something incredibly exciting to strive for. Business vision, brand vision, both have to be in place to get people motivated to do something big.”

**“PEOPLE CAN RAISE THEIR POTENTIAL IF THEY ARE GIVEN SOMETHING TO STRIVE FOR. BUSINESS VISION, BRAND VISION, BOTH HAVE TO BE IN PLACE TO GET PEOPLE MOTIVATED TO DO SOMETHING BIG.”**

- ANN LEWNES

Speaking to how she is able to keep her teams primed and motivated to get to the next level, Lewnes said she thinks in terms of “flag planters” and “road builders,” a notion she credited to her boss Shantanu Narayen, CEO of Adobe.



“He told me the business world is made up of both types of players, and you need both to have a successful organization. What changed the game for me at Adobe was being given the opportunity to be a flag planter for digital marketing years before many other marketers were willing to take the risk. Because we are a technology company we knew it would hit our target the right way. It was an “out there” strategy at the time, but due to the incredible efforts of my amazing team of creatives, marketing strategists, data scientists, media experts, and product managers, we made it happen. It was only due to this incredible spectrum of amazing road builders that we were able to deliver the vision. The key to a big organizational success is helping people understand how they fit into a greater vision, how success is based on shared goals. It’s important for people to appreciate the impact of what they are doing. Everyone needs to work collaboratively – no silos!”

Eliminating silos was among the earliest initiatives Keith Weed undertook as CMO of the megabrand, Unilever. Seeing an opportunity to lead the firm’s plan to double revenue while halving its environmental impact, he took on the unusual role of overseeing marketing, communications and sustainable business. It became his job to tangibly deliver on the vision of this highly innovative and collaborative model. “You can align any team and you can achieve many things if everyone is clear about what you are trying to achieve,” he told me. “One of the first things I did in my global role nine years ago was to rework our business strategy with then CEO, Paul Polman. We created a point of view about how Unilever was going to differentiate itself, the idea being that as the world became more challenging and more complex, people would expect more from brands to help them in their day-to-day lives. They want brands with purpose. Brands that help both environmentally and socially. Dove is a great example which, yes, talks about real beauty and challenges the myths of the beauty industry, but actually promotes self-esteem for millions of young girls. Or Ben and Jerry’s, through which we address social justice. Once you communicate that you are going to differentiate your brand based on social and environmental sustainability, it aligns people within the organization in the way you want to go. Unilever has grown every single year over the last nine years – grown our profits, grown ahead of the market, ahead of the competition, providing great shareholder return. It’s a social and economic case. If you align with what people need and want, it’s good for business, good for the planet, good for everybody.”

**“THE ROLE OF MARKETING AS I SEE IT IS IDENTIFY-  
ING THOSE DEEPER HUMAN NEEDS AND PROVIDING  
SOLUTIONS. DONE RIGHT, THAT CAN ADDRESS  
SOCIAL, ENVIRONMENTAL AND BUSINESS-GROWTH  
GOALS ALL AT ONCE.”**

- KEITH WEED

Unilever has the second-largest marketing budget in the world, spending \$8.4 billion. Over 2.5 million people a day use its products. “The role of marketing as I see it is identifying those deeper human needs and providing solutions,” Weed said. “Good marketing is like a heat-seeking missile. Always on target, continually changing direction to make sure it evolves with consumers. Our vision is to put people first and understand where the world is going. If marketers are truly focused on what the society of people want, than your brand will remain relevant.”

Given the accelerating pace of change, staying relevant, understanding what matters to people and delivering meaningful solutions, is the greatest challenge that marketers face today. Well aware of this challenge, the 2019 AMA inductees, Wendy Clark, Ann Lewnes and Keith Weed, share an understanding of the two essential elements required to meet it head on, and with great success: the power of collaborative efforts and the importance of staying focused on a shared vision. They know that no matter how much the world changes, this philosophy will always hold true.

# PAST MHoF INDUCTEES



BETH COMSTOCK  
2014



DR. PHILIP KOTLER  
2014



JOSEPH V. TRIPODI  
2014



DAVID AAKER  
2015



YVON CHOUINARD  
2015



TREVOR EDWARDS  
2015



SHELLY LAZARUS  
2015



BOB GREENBERG  
2016



JOHN HAYES  
2016



GARY BRIGGS  
2017



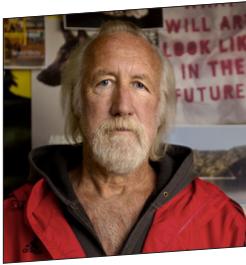
JON IWATA  
2017



JIM STENGEL  
2017



JERRY WIND  
2018



LEE CLOW  
2018



SETH GODIN  
2018



ESTHER LEE  
2018

# ACADEMY MEMBERS

**ALDA ABBRACCIAMENTO**, WORLDWIDE MANAGING DIRECTOR, OGILVY & MATHER  
**ROGER ADAMS**, PRINCIPAL CONSULTANT, PRAGMAX LLC  
**ALLEN ADAMSON**, CO-FOUNDER, METAFORCE.CO  
**MADHUR AGGARWAL**, SVP AND GENERAL MANAGER, SAP DIGITAL  
**JONATHAN ALGER**, MANAGING PARTNER, C&G PARTNERS  
**KEVIN ALLEN**, FOUNDER AND CEO, PLANET JOCKEY  
**NELLY ANDERSEN**, CHIEF CLIENT OFFICER, USA, OGILVY  
**JEAN-CLAUDE ANDREANI**, PROFESSOR, ESCP EUROPE  
**DAVID ARMANO**, GLOBAL STRATEGY DIRECTOR, EDELMAN  
**SUSAN AVARDE**, CO-FOUNDER, BRANDOMETRY  
**KASIA BANNON**, SENIOR VICE PRESIDENT, DESIGNBRIDGE  
**STEPHEN BECK**, FOUNDER AND MANAGING PARTNER, CG42  
**MAYER BECKER**, VP GLOBAL MARKETING OPERATIONS, SDL PLC  
**MICHELLE BEEZER**, GLOBAL DIGITAL MARKETING SPECIALIST - RETAIL DIGITAL MARKETING ANALYST, FORD MOTOR COMPANY  
**HERMANN BEHRENS**, CHIEF GROWTH OFFICER, NORTH AMERICA, INTERBRAND  
**DAVID BELL**, CO-FOUNDER AND PRESIDENT, IDEA FARMER VENTURES  
**JONATHAN BELL**, CEO & FOUNDER, WANT BRANDING  
**BARBARA BELLAFIORE**, DIRECTOR, BELL COMMUNICATIONS CORP  
**MICHAEL BENTIVEGNA**, VICE-PRESIDENT, COMMERCIAL DEVELOPMENT AND LIFECYCLE MANAGEMENT, ZOETIS INC  
**DAVID BERKOWITZ**, PRINCIPAL, SERIAL MARKETER  
**OSWALDO BERNAL**, COMMERCIAL DIRECTOR, JANSSEN  
**DARCY BEVELACQUA**, VP CUSTOMER EXPERIENCE CONSULTING, SUCCESS WORKS CX  
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**AMY BINDER**, CEO, RF|BINDER  
**MEG BLAIR**, CEO AND PRESIDENT, MARKETING ACCOUNTABILITY FOUNDATION  
**LORENA BLASCO**, ASSOCIATE PROFESSOR OF MARKETING, ESCP EUROPE  
**LINDA BOFF**, CMO, GE  
**SHARON BOSCHE**, SR. ACCOUNT EXECUTIVE, BURKE, INC.  
**JEAN BRANDOLINI-LAMB**, EXECUTIVE DIRECTOR, BRAND STRATEGY, J.P. MORGAN  
**CRAIG BRANIGAN**, CHAIRMAN AND CEO, B TO D GROUP, WPP (RETIRED)  
**CARLY BRANTZ**, VP, REVENUE MARKETING, SENDGRID  
**HAMPTON BRIDWELL**, CEO AND MANAGING PARTNER, TENET PARTNERS  
**MYLES BRISTOWE**, MARKETING CONSULTANT  
**LEILANI BROWN**, SENIOR VICE PRESIDENT, K12, INC.  
**TOM BUONTEMPO**, PRESIDENT, ATTENTION GLOBAL  
**IDIL CAKIM**, VP, MEDIA ANALYTICS CONSULTING, NIELSEN  
**SCOTT CAMPBELL**, GENERAL MANAGER IMC, NORTH AMERICA, COLGATE-PALMOLIVE  
**ROBERT CANDELINO**, CEO, UNILEVER THAILAND  
**JAMES CERRUTI**, SENIOR PARTNER, STRATEGY & RESEARCH, TENET PARTNERS  
**CRAIG CHARNEY**, PRESIDENT, CHARNEY RESEARCH  
**SAM CHOTINER**, EXECUTIVE DIRECTOR, BRAND STRATEGY, KBS+  
**HELEN CLARK**, HEAD OF CORPORATE MARKETING, CHEVRON  
**VIC CLAVELLI**, PRESIDENT, NORTH AMERICA INFLAMMATION & IMMUNOLOGY, PFIZER

**GABE CLEEK**, VICE PRESIDENT OF MARKETING, BRAND MANAGEMENT, SCJ  
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**LINDA CORNELIUS**, CHIEF OPERATING OFFICER, RENEGADE LLC  
**LISA COX**, VP, BUSINESS DEVELOPMENT AND PARTNERSHIPS, SAKS FIFTH AVENUE  
**COURTNEY CURZI**, SENIOR VICE PRESIDENT, HOLLYWOOD PUBLIC RELATIONS  
**PHILIP DAUCHY**, ASSOCIATE DIRECTOR - GLOBAL RESEARCH & INSIGHT, CADILLAC  
**NEAL DAVIES**, CHIEF EXECUTIVE OFFICER, BBDO DUBLIN  
**SCOTT DAVIS**, CHIEF GROWTH OFFICER, NORTH AMERICA, PROPHET  
**PETER DENUNZIO**, CHIEF EXECUTIVE OFFICER, HELLOWORLD, A MERKLE COMPANY  
**BIANCA DI SALVO**, LEAD EXPLORER & DISCOVERY OFFICER, DI SALVO RESEARCH & STRATEGY  
**MICHAEL DOBAK**, CEO, OGILVY & MATHER WEST  
**WERMER DOMITTNER**, HEAD OF CORPORATE DEVELOPMENT, STAPLES  
**TOM DOUGLIS**, FOUNDER/PRINCIPAL, DOUGLIS GROUP  
**LARRY DRURY**, FORMER CHIEF MARKETING OFFICER, VANTIV  
**RUSSELL DUBNER**, US CEO, EDELMAN  
**IAN DUNCAN**, TRANSFORMATIVE GLOBAL BRAND AND MARKETING LEADER, IAN J DUNCAN CONSULTING  
**KAREN EBBEN**, PRESIDENT, GLOBAL MARKETING IMPACT  
**FRED EHLE**, VICE PRESIDENT OF MARKETING, REDBOX  
**FRANK ELIASON**, CONSULTANT, FRANK ELIASON, LLC  
**JOHN ELKINS**, BOARD DIRECTOR, FINCA INTERNATIONAL  
**ESTHER ELKOUSS**, MARKETING MANAGER, TAILORED INK  
**PEPPER EVANS**, (FORMER) VP CARD PARTNERSHIP MARKETING AND INNOVATION, AMERICAN EXPRESS  
**CAROLYN EVERSON**, VP, GLOBAL MARKETING SOLUTIONS, FACEBOOK  
**VERONICA FIELDING**, PRESIDENT & CEO, DIGITAL BRAND EXPRESSIONS  
**STEPHANIE FIERMAN**, GLOBAL CMO, US, MEDIACOM  
**OSSA FISHER**, PRESIDENT AND COO, ISTATION  
**LAUREN FLAHERTY**, BOARD AND AN INDEPENDENT DIRECTOR, BRUNSWICK CORPORATION  
**KIRSTEN FLANIK**, CEO, BBDO NEW YORK  
**PAMELA FORBUS**, SVP, CONSUMER EXPERIENCE, INSIGHTS & ANALYTICS, THE WALT DISNEY STUDIOS  
**ANTONIETTA FORTE**, DIRECTOR, BUSINESS ANALYTICS AND INSIGHTS, US PREVNA 13, PFIZER  
**ALIZA FREUD**, FOUNDER & CEO, SHESPEAKS  
**LARRY FRIEDMAN**, CHIEF RESEARCH OFFICER, TNS  
**GAYLE FUGUITT**, CHIEF OF CUSTOMER INSIGHT AND INNOVATION, FOURSQUARE  
**ALFREDO GANGOTENA**, PARTNER & SHAREHOLDER, FRENCH TOUCH USA  
**CHARLOTTE GASTON-BRETON**, PROFESSOR IN MARKETING, ESCP EUROPE  
**JOHN GERZEMA**, CEO, THE HARRIS POLL  
**NIKHIL GHAREKHAN**, GLOBAL CONSULTING PARTNER, OGILVY  
**ANDREA GOLDBERG**, VICE PRESIDENT, MARKET INTELLIGENCE AND CLIENT ANALYTICS, PITNEY BOWES  
**DONNA GOLDSMITH**, CONSULTANT, DONNA GOLDSMITH CONSULTING SERVICES  
**CHRISTOPHER GRAVES**, PRESIDENT & FOUNDER, OGILVY CENTER FOR BEHAVIORAL SCIENCE AT OGILVY & MATHER  
**JIM GREGORY**, CHAIRMAN, TENET PARTNERS  
**SUSAN GRIFFIN**, PRINCIPAL, WAYWARD CREATIVES ENTERTAINMENT  
**AARON GROSSMAN**, FOUNDER, GROSSMAN CONSULTING  
**JANE GUNDELL**, PRESIDENT AND FOUNDER, GUNDELL & CO  
**ABHINAV GUPTA**, SR. DIGITAL PRODUCT MANAGER, CORE LOGIC  
**DAVID HAIGH**, CEO, BRAND FINANCE  
**CHRIS HALLIBURTON**, PROFESSOR AND FORMER U.K. DIRECTOR, ESCP EUROPE BUSINESS SCHOOL  
**ADAM HANFT**, FOUNDER & CEO, HANFT PROJECTS  
**MARK HANNA**, CHIEF MARKETING OFFICER, RICHLINE GROUP, A BERKSHIRE HATHAWAY COMPANY  
**SARAH HARDY**, MANAGING DIRECTOR, WPP  
**STEVEN HARO**, CEO, LIFT-360  
**JODI HARRIS**, VICE PRESIDENT, MARKETING CULTURE AND LEARNING, ANHEUSER-BUSCH  
**ALAN HART**, MANAGING PARTNER, ATOMCK  
**JEFFREY HAYZLETT**, PRIMETIME TELEVISION HOST/CHAIRMAN OF THE C-SUITE NETWORK, C-SUITE NETWORK  
**BENOIT HEILBRUNN**, PROFESSOR, ESCP EUROPE  
**CARLA HENDRA**, VICE CHAIRMAN, OGILVY & MATHER WORLDWIDE  
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