

2017 GLOBAL EFFIE AWARDS JURY

FINAL ROUND JURY

NEW YORK CITY

Moderator

BEN RICHARDS

Worldwide Chief Strategy Officer
Ogilvy & Mather Worldwide

Judges

SHONA BUTTON

Global Agency Lead
Facebook

ANDREW COHEN

VP, Global Brand and Creative
Visa

STACY DERISO

COO
PHD

VALERIE DIFEBO

CEO
Deutsch Inc.

DAVID JENKINS

President
TAXI

KATHY KLINE

Global Chief Strategy Officer
Starcom Worldwide

JENNIFER KNOX

VP, Global Advertising
SAP

JENNIFER MCBRIDE

Director of Digital
J. Walter Thompson

CHRISTOPHER MILLER

DVP, Global Brand Strategy and Innovation
Abbott Laboratories

PATRICK SCISSONS

Global CCO
KBS

ROUND ONE JURY

LONDON

Moderator

ALAIN GROENENDAAL

President & CEO
Grey Europe

Judges

ASHLEY BENDELOW

Managing Director
Brave

CLAUDINE COLLINS

Managing Director UK
MediaCom

KAREN CRUM

Planning Partner
McCann Worldgroup

SHEKHAR DESHPANDE

Global Planning Director
J. Walter Thompson

DALE GREEN

Global Brand Director
Mars

EMILY JAMES

Chief Strategy Officer
Y&R London

NIGEL JONES

Global Chief Strategy Officer
FCB

VASILEIOS KOURAKIS

Senior Consumer Analytics Manager
L'ORÉAL

LOÏC MERCIER

Chief Strategy Officer
BBDO Paris

ROB NEWLAN

Director of Facebook Creative Shop, EMEA
Facebook

JENNELLE TILLING

Global Chief Marketing & Innovation Officer
Yum! Brands

 **NEW YORK CITY**

Moderators

JEFFREY CHAPMAN

Senior Director, Global Brand Communications
Edgewell Personal Care

BEN RICHARDS

Worldwide Chief Strategy Officer
Ogilvy & Mather Worldwide

Judges

ANGELA ALVAREZ

Managing Director
Citizen Relations

LESLEY BIELBY

Chief Strategy Officer
Hill Holliday

LESLIE CLIFFORD

SVP Strategy
Geometry Global

ROB FITZGERALD

President
We Are Social USA

CHRIS GARBUTT

Global Creative President & CCO New York
TBWA

ERIK GEISLER

Director - US Agency
Facebook

BENJAMIN JANKOWSKI

SVP/Group Head of Global Media
MasterCard Worldwide

GREG JAMES

EVP, Chief Strategy Officer
Havas Media

MICHELLE KIELY

EVP, Global Head of Strategy
m:united//McCANN

BRIAN LOVELL

CEO
RED Interactive Agency

CHARLES MCKITTRICK

CSO
Mother USA

JOHN NOE

CEO
Rokkan

MITCHELL POLATIN

EVP, Group Strategy Director
Deutsch

HARRY ROMAN-TORRES

Head of Brand Strategy
Droga5

JORDAN SHLACHTER

Chief Marketing Sciences Officer
PHD

BONNIE WAN

Partner, Director of Brand Strategy
Goodby Silverstein & Partners

SIMON WHITE

Chief Strategy Officer
FCB West

 **SÃO PAULO**

Moderator

JOÃO GABRIEL FERNANDES

VP Strategic Planning
AlmapBBDO

Judges

RENATA ALTENFELDER

Marketing Director Motorola - Latin America
Motorola

DANIEL BOTTAS

Creative Strategist
Facebook

RENATA BOKEL

VP, Brand & Business
Havas Worldwide Brasil

CLAUDIA COLAFERRO

President
Dentsu Aegis Latin America

FABIANO COURA

VP, Managing Director
R/GA

FABIA JULIASZ

Video Audience Measurement Executive
Director
Kantar Ibope Media

EDUARDO LORENZI

Strategy Vice President
Publicis Brasil

DEBORA NITTA
Chief Strategy Officer
WMcCann

MARCIO OLIVEIRA
President
LEW'LARA\TBWA

JOSAFAT SOLIS
Strategic Planning Regional Director
McCann Worldgroup

POLIANA SOUSA
Marketing, Communications and Media Director
Procter & Gamble

MARIALEJANDRA URBINA
Regional Director of Planning and Strategy
MullenLowe Group

 **SINGAPORE**

Moderator

SAILESH WADHWA
Head of Strategy Planning
MullenLowe Malaysia

Judges

EDWARD BELL
CEO
FCB Greater China

CHARLES CADELL
President & CEO, Japan & Asia Pacific
McCann Worldgroup

MYTHILI CHANDRASEKAR
SVP and National Planning Director
J. Walter Thompson, India

CHRIS CHIU
Chief Creative Officer
DDB Singapore

SAMEER DESAI
Head of Consumer Healthcare, Asia, Latin
America, MENA
Mundipharma

GARETH ELLEN
Regional Planning Director
Geometry Global

RICHARD FRASER
President
BBDO Southeast Asia

NATALIE GRUIS
Head of Strategy
TBWA\ Group Singapore

JUDD LABARTHE
Founder
Planner at Large

ROSEMARY LISING
Managing Director
Columbus Asia

FARAAZ MARGHOOB
Planning Director
BBH Asia Pacific

ROHIT PATHAK
Global Brand Director
Unilever

BRAD RAMSEY
Head of Business Marketing for APAC
Facebook

PAUL SOON
CEO
Possible

BENOIT WIESSER
Head of Strategy Integration & Effectiveness,
APAC
Ogilvy & Mather Asia Pacific