



Giuria Effie Awards Italy 2022

Round One

Presidente della giuria

BARBARA SALA - Europe Strategic Connections Director COCA-COLA ITALIA

LUIGI ACCORDINO - Head of Strategy VMLY&R Italy

ANDREA ANDREUTTI - Head of Digital Platforms and E-commerce Operations SAMSUNG ELECTRONICS ITALIA

FRANCESCO BELLOMO - Media & Consumer Insights Senior Manager – HAIER EUROPE

JACOPO BORDIN - Head of Strategy & Growth GREY

SILVIA BROGGI - MarTech & International Marketing Director PUBLITALIA '80 - Divisione AdTech & Business Development

ENRICO BUONGRAZIO - Strategy Lead McCann

LORENZO CABRAS - Founding Partner & Chief Strategy Officer

CARMELO CADILI - Partner & Chief Strategy Officer COMUNICO

MICHELE CORNETTO - Fondatore e CEO di TEMBO

FRANCESCA COSTANZO - Managing Director OMD

PAOLA COZZI - Head of Brand, Advertising & Lead Generation GENERALI ITALIA

SERENA DI BRUNO - Executive Creative Director DLVBDO

EVI DIMITRAKAKI - Consumer experience and Media Lead, Italy – Greece MONDELEZ

MAURO FRANTELLIZZI - Direttore Marketing BU GALBANI CHEESE (Gruppo LACTALIS ITALIA)

FEDERICO FRASSON - Fondatore e managing director di Fkdesign

MATTEO GIARRIZZO - Head of Media South Cluster & Ad Tech global media lead

ENRICO GIROTTI - Strategy & Business Development Director INITIATIVE

LUCIO LAMBERTI - Professore Ordinario di Marketing Omnicanaale MIP-POLITECNICO DI MILANO

LEONARDO LAMBERTINI - Direttore Centrale Marketing e Trade Marketing VALSOIA

MARCO MAMMINO - Strategy Director DUDE

STEFANIA MARINANGELI - Head of Media and Brand Integrated Communication @ FATER (joint venture tra P&G e Gruppo Angelini)

ALBERTO MATTIACCI - Professore Ordinario di Economia e Gestione delle Imprese UNIVERSITÀ LA SAPIENZA

IRENE MONTONE - Media Business and Creative Works Lead, GOOGLE ITALY

MARIA CARMELA OSTILLO - Associate Professor of Practice e Core Faculty Member SDA BOCCONI School of Management

LAURA PAGGETTI - Head of Global Advertising in ENEL

VIRGINIA PALLAVICINI - TAM Adintel Commercial Director

PIERRE POLONELLI - Digital Marketing & Sales Director Sofidel

DAVIDE QUATTRO - Marketing Insights & Operations Manager GRUPPO MONTENEGRO

ALBERTO RASELLI - Media & Communication Manager BAULI GROUP

STEFANIA ROMENTI - Professore associato di Strategic communication IULM e President EUPRERA

FRANCESCO RUSSO - Head of Strategic Planner HAVAS MILAN

ANDREA SCROCCARO - Head of Communication MIELE ITALIA

FEDERICA SETTI - Chief Research Officer GroupM

MIRIAM TODARO - Media & Digital Manager COTY ITALIA

GIORGIA TOSATO - CEO IDEAL & CVO THIS IS IDEAL

LUCA VENTUROLI - Managing Partner & Group Marketing Director RETEX

CONSTANTJIN VEREECKEN - Managing Director WebADS

ANNA VITIELLO - Direttore Scientifico OSSERVATORIO BRANDED ENTERTAINMENT

ANDREA ZIELLA - Head of Marketing and Digital MATTEL ITALY