

2008 Effie Awards Judges: Round One

ROUND ONE JUDGES

Nina Abnee
Exec. VP-Mngng. Dir.
Leo Burnett USA

Pat Adams
Mngng. Dir.
Secret Weapon Marketing

Pamela Alvord
VP-Chief Brand Strategist
Kilgannon

Chris Andrew
VP-Dir.
Digitas

Michael Angelovich
Sr. VP-Global Engagement
Strategy Dir.
Publicis New York

Tesa Aragones
Mngng. Dir.-Digital
Branding
David & Goliath

Kimberley Babcock-Smith
Group Dir.
The Media Kitchen

Stephen Bach
Part.-Mgmt. Dir.
JWT Chicago

Jane Bailey
Dir.-Mktg. Information &
Insights
True Value Co.

Frank Ballabio
Sr. Mgr.-Innovation
Colgate-Palmolive Co.

Sara Bamber
Dir.-Strategic Planning
Anomaly

Dawn Baskin
CMO
Zipatoni

Michael Baskin
Exec. VP-Group Acct. Dir.
Doner

Tiffany Begoon
Client Service Dir., Dir.-
Innovation
TracyLocke

Mathilde Benington
Genl. Mgr.-Merkley iD
Merkley+Partners

Ann Beriault
Principal-Dir.-Acct.
Services
Young & Laramore

Hank Bernstein
Retired Exec. VP-Rsch. Dir.
Starcom MediaVest Group

Vallerie Bettini
Mgmt. Super.
Arnold Worldwide

Gary Bettman
Sr. VP
The Miller Group

Liz Bigham
Sr. VP-Dir., Brand Mktg.
Jack Morton Worldwide

Cindy Blikre
Sr. VP-Acct. Dir.
Leo Burnett Worldwide

Elizabeth Boothby
VP-Planning Dir.
BBDO New York

Mark Bubula
VP-Strategy Group Dir.
Olson

David Budner
Consultant

Denis Budniewski
Sr. VP-Group Acct. Dir.
McKinney

Pablo Buffagni
VP-Creative Dir.
Conill

Joe Burke
Sr. VP-Group Creative Dir.
Element 79

Chris Callahan
VP-Group Dir.
DDB

Luis Camano
Sr. VP-Creative Dir.
Alcone Marketing

Steve Chamberlain
Sr. Brand Planner-Human
Nature
Arnold Worldwide

Rema Chandramohan
Sr. VP-Mgmt. Super.
Arnold Worldwide

Nick Chapman
Sr. Planner
Venables Bell & Partners

Bill Cimino
Group Creative Dir.
DDB Chicago

John Claxton
Sr. VP-Exec. Group
Creative Dir.
Draftfcb

Susan Cocco
Sr. VP
Colangelo

Meg Columbia-Walsh
Mngng. Part.-Pres.,
Consumer & E-Bus.
CommonHealth

Erin Conlon
Sr. Part.-Strategic Planning
Dir.
MindShare Chicago

Steve Curran
Pres.-Creative Dir.
Pod Design

Linden Davis
VP-Group Dir., Strategy
Draft NY

Nadine Defoe
VP-Acct. Dir.
BBDO

Tom Donovan
Group Planning Dir.
TBWA\Chiat\Day

Michael Doody
Co-Dir.-Brand Strategy
Kbp

Carol Dorf
VP-Acct. Planning Dir.
DDB Chicago

Bill Duch
VP-Analytics
Rapp Collins Worldwide

Suzanne Ebner
Group Acct. Dir.
Medelsohn|Zien Advertising

John Ellett
CEO
nFusion Group

Teresa Elston
VP-Group Acct. Dir.
BBDO West

Javier Escobedo
Mngng. Part.
Ole

Mark Fabbro
Sr. VP-Group Acct. Dir.
Arnold Worldwide

Keith Fernbach
PR Dir.
Grand Central Marketing

Patti Foley
Dir.-Mktg. Comm. & Merch.
Jack in the Box

Ted Franklin
Exec. Creative Dir.
Colangelo

Lauren Frazza
Exec. VP-Group Acct. Dir.
Deutsch Inc.

Donald Gates Jr.
Brand Mktg. Officer
A&W and Long John
Silver's

James Gilbert
Dir.-Global Advt.
Campbell Soup Co.

Marcia Gold
Sr. VP
Saatchi Health+Wellness

Jeannie Goldstein
Exec. VP-Mngng. Dir.
Ogilvy Action

Linda Gonzalez
Pres.-CEO
ViVa Partnership

Jennifer Gordon
Dir.-Global Advt.
Campbell Soup Co.

Nancy Grebey
Exec. VP-Mngng. Dir.
Draftfcb

Shayna Green
Acct. Dir.
Arnold Worldwide

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Dan Greenwald
Pres.-Creative Dir.
White Rhino

David Griffith
Dir.-Acct. Planning
McKinney

Laurie Gustafson
Sr. Producer
Leo Burnett USA

Debbie Haas
VP-Mktg.
AAA Auto Club Group

Dee Hall
Exec. VP-Integration
Draftfcb

John Hambrick
Exec. VP
Bagby & Co.

Wayne Hamilton
Mktg. Dir.
Intercontinental Hotels
Group (IHG-Holiday Inn)

Sean Hardwick
Sr. VP-Group Mgmt. Dir.
Draftfcb

David Hattenbach
Sr. VP-Acct. Planning Dir.
Draftfcb

Vicky Hayes
Mngng. Dir.
Goldman, Sachs & Co

Jennifer Healy
Brand Devel.-Dir.-Face &
Body Care
Unilever

James Hering
Exec.VP-Dir.-Integrated
Mktg.
TM Advertising

Tony Hoblely
Sr. VP-Client Services
Rapp Collins Worldwide

Matt Hofherr
Pres.-Mngng. Part.
Swirl

Erica Hoholick
Group Acct. Dir.
TBWA\Chiat\Day

Doug Holroyd
Sr. VP-Exec. Dir.,
Connection Planning
McKinney

Lisa Hughes
Sr. VP-Group Acct. Dir.
McKinney

Talley Hultgren
Sr. VP-Group Acct. Dir.
TG Madison

Eric Husband
Group Creative Dir.
Colle+McVoy

Brian James
Sr. VP
Millward Brown

Steve Jekogian
Sr. Mgr.-Mktg. Rsch.
Schering-Plough Consumer
Healthcare

Andrew Jeske
Sr. VP-Creative Dir.
Saatchi & Saatchi

Sumeet Kanwar
Dir.-Brand Devel.
Sears Holding Co.

Victoria Kaulback
Brand Planning Dir.
Y&R Advertising

Chad Kawalec
Y&R Advertising

Harlan Kennedy
Group Dir.-Brand Strategy
Venables Bell & Partners

Scott Kington
VP-Strategic Planning
Woodruff Sweitzer

Beth Knight
Sr. VP-Planning Dir.
TracyLocke

Adam Konowitz
Sr. VP-Acct. Mngng. Dir.
Young & Rubicam

Myrna Krueger
VP-Acct. Dir.
Colle+McVoy

Don Lane
Sr. VP-Group Acct. Dir.
Arnold Worldwide

Jonathan Lange
Mngng. Dir.
Lowe Worldwide

Sean Laughlin
Dir.-Mktg.
Harley-Davidson

Rob Lawson
Pres.
Limbo

Tracey Lee
Group Planning Dir.
BBH

Eve Leshaw
Client Comm. Dir.
OMD

Julie Liss
Dir.-Acct. Planning
TBWA\Chiat\Day

David Lockwood
Exec. VP-Dir.-Strategic
Planning
Campbell-Ewald

Cindy Lord
VP-Group Planning Dir.
Martin/Williams Advertising

Mitzi Lorentzen
VP
Millward Brown

James Lou
Exec. VP-Mngng. Dir.,
Strategy
DDB Chicago

Teddy Lynn
Sr. VP-Dir.-Branded
Content
Arnold Worldwide

David Maas
Sr. VP-Group Acct. Dir.
JWT Team Detroit

Martin Macdonald
CCO-Sr. Part.
RMG Connect (JWT)

Jane Mackie
VP-Mktg.
The Kor Group

Scott Marcus
Brand Mgr.
Kraft Foods

Chris Marshall
VP-Acct. Dir.
Rapp Collins Worldwide

Jane Matthews
VP-Dir.-Bus. Devel.
22squared

Timothy Mauery
Sr. Part.-Global Planning
Dir.
JWT Chicago

Kim McCullough
Corp. Mgr.-Mktg. Comm.
Toyota Motor Sales, USA

Steve McGehee
Sr. VP-Group Acct. Leader
Barkley

Adel Mekhail
VP-N. Amer. Mktg.
Schick Wilkinson Sword

Hillary Miller
Exec. VP-Strategy
DDB

David Mitchell
Sr. VP-Exec. Creative Dir.
Digitas

Peter Mitchell
Pres.-COO
Woodbine

Rebecca Moore
Mgr.-Advt. & Brand Mgmt.
AXA Equitable

Valerie Morel
Exec.VP-Mktg.-Intl. Devel.
XA, The Experiential
Agency

Rich Mules Jr.
VP-Mgmt. Super.
Cramer-Krasselt

Jennifer Neal
Exec. VP-Mngng. Part.
PHD US

Laurie Neff
Sr. Consumer Insights Mgr.
General Mills

Don Nelson
Sr. VP-Creative Dir.
Chicago Creative
Partnership

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John Newall
Acct. Mgr.-Group Acct. Dir.
McKinney

Keith Newton
Sr. Part.-WW Group
Planning Dir.
Ogilvy & Mather

Esther Novak
Founder-CEO
VanguardComm

Maggie O'Neill
Sr. Dir.
Peppercom

Rene Osorio
Mktg.-Comm. Dir.
Cargill

Nancy Pendas-Smith
Sr. VP-Multicultural
Connection
Saatchi & Saatchi

Chris Perkins
Exec. VP-Exec. Dir.
Arnold Worldwide

Mike Picarella
Nappic Communications

Charles Pinkerton
Part.-Dir., Comm.
The Media Kitchen

Diane Pomierski
Sr. Creative Dir.
McDonald's Corp.

Paul Posnick
Creative Dir.
Posnick+Advertising

Lynn Power
Exec. VP-Mngng. Part.
Arnold Worldwide

S. Christina Raia
Exec. VP-Dir.-Strategic
Devel.
Arnold Worldwide

Dave Rasmussen
Sr. Part.-Strategic Planning
Dir.
MindShare

Robert Rawley
Exec. VP-Sr. Acct. Dir.
BBDO New York

Sheri Reagan
VP-U.S. Media
American Express

Barb Reilly
Mngng. Part.-Exec. Dir.
Arnold Worldwide

Gail Reisman
Sr. Dir.-Natl. Advt. & Mktg.
Programs
Amtrak

Theresa Renaud
Sr. VP-Group Acct. Dir.
Deutsch Inc.

Leif Roll
VP-Mktg.
State Farm Insurance Cos.

Anna Ross
VP-Acct. Dir.
Young & Rubicam New
York

Jim Santora
Sr. VP-Sr. Acct. Dir.
BBDO

Carl Sastram
Exec. Concept Dir.
TracyLocke

Neil Saunders
Sr. VP-Group Planning Dir.
Energy BBDO

Marc Schwartz
Dir.-Relationship Mktg.
Novartis

Morgan Seamark
Sr. VP-Acct. Dir.
BBDO New York

Peter Seronick
Exec. VP-Creative Dir.
Allen & Gerritsen

Jim Sexton
Strategic Integration Officer
TracyLocke

Brian Sheehan
CEO
Team One

John Sheehy
Exec. VP-Head, Acct.
Managem
Leo Burnett USA

Jaci Sisson
Sr. VP-Creative Dir.
Dailey & Associates

Ron Smith
VP-Group Creative Dir.
Arc Worldwide

Greg Smith
CCO
The Via Group

Doria Steedman
Sr. Creative Counsel
Partnership for a Drug-Free
America

Jay Suhr
Sr. VP-Creative Services &
Acct. Planning
T3

Gaye Sussman
Pres.
ID Media

Cass Taylor
Mgmt. Super.
Arnold Worldwide

Gabrielle Tenaglia
Sr. Planner
Venables Bell & Partners

Lara Tennison
Sr. VP-Energy BBDO
Brand Experience
Energy BBDO

Sivakumar
Thangaratnavelu
Sr. VP-Corp. Mktg.
HSBC North America
Holdings

Micaela Tiffen
Mgr.-Global Consumer
Insights
Energizer Co. Personal
Care Products

Tom Troja
VP-Mktg.
Social Vibe

Adam Turinas
Sr. VP-Mngng. Dir.
Organic

Peter Vega
Dir.-Print Production/Studio
Operations
La Agencia De Orci

Cristina Vilella
Dir.-Mktg., U.S. Hispanic
McDonald USA/Corp.

Deborah von Kutzleben
Sr. VP-Group Acct. Dir.
BBDO Atlanta

Vic Walia
Sr. Dir.-Brand Mktg.
Hotels.com

Carole Walker
Mktg. Services Dir.
Mars Snack US

Doug Walker
Exec. VP-Mgmt. Dir.
BBDO Atlanta

Tiffany Warren
VP-Dir.-Multicultural
Programs
Arnold Worldwide

Lauren Watson
Sr. VP-Group Creative Dir.
Draftfcb Chicago

Elizabeth Weisser
Principal
Eawinnyc Direct and Digital

Diane Woodruff
VP-Bus. Devel.
Cronin & Co.