

2009 Effie Awards Judges: Boomer+

BOOMER+ JUDGES

Nancy Armand
Head of Premier & Wealth
Segment Mktg.
HSBC Bank USA

Eric Blankfein
Sr. VP-Channel Insights
Dir.
Horizon Media

Terry Clark
CMO-Ovations Enterprise
Mktg.
UnitedHealth Group

Brian Decker
Mngng. Dir.-Client
Leadership
MindShare

Rocio Fernandez
Exec. Dir.-Strategic
Planning
Dieste, Harmel & Partners

Chris Foster
Chrmn.-U.S. Healthcare
Burson-Marsteller

Greg Fujimoto
CMO
Gotham Inc.

Shelly Galvin
Mktg. Dir.-Insights &
Analytics
WebMD Health Corporation

Julia Lennox
VP-Mktg.
MetLife

Patricia Lippe Davis
Assoc. Publisher, Mktg.
AARP Services, Inc. Media
Sales

Eileen Marcus
Sr. VP-Sr. Part.
Fleishman-Hillard

Mary Rodgers
Dir. Mktg. Comm.
Cuisinart

Jerry Shereshewsky
CEO
grandparents.com

Donna Sturgess
Global Head of Innovation
GlaxoSmithKline