

2009 Effie Awards Judges: Round One

ROUND ONE JUDGES

Tony Accurso
Pres.
JWT Atlanta

Diana Acevedo
Mktg. Mgr.
Guardian Life Insurance
Co. of America

Jac Alati
Mgr.-Integrated Mktg. &
Promo.
ABC Family

Elizabeth Albert
Pres. & CCO
Grey/Atlanta

Pamela Alvord
VP-Chief Brand Strategist
Kilgannon

Beverly Andersen
Exec. VP-Strategic
Planning
Fletcher Martin

Eric Andrews
Dir.-Integrated Mktg.
Comm.
IBM Corporation

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

Shane Ankeney
Exec. Dir.
TBWA\Chiat\Day

Lisa Arone
Sr. Dir.-Global Brand Mgmt.
Banana Republic (Gap Inc.)

Eric Asche
Sr. VP Mktg.
American Legacy
Foundation

Andy Azula
Sr. VP-Creative Dir.
The Martin Agency

Stephen Bach
Sr. Part.-Mgmt. Dir.
JWT Chicago

Megan Bafford
Sr. Mktg. Mgr.
Sony Electronics

Frank Ballabio
Dir.-Brand Strategy &
Innovation
It's Right There

Michelle Barth
Dir.-Brand Mgmt./Licensing
The North Face

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

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

Mark Bellissimo
Exec. VP-Acct. Dir.
Campbell-Ewald

David Bernstein
Exec. Creative Dir.
The Gate Worldwide

Susan Bertocchi
Sr. VP-Group Creative Dir.
Element 79

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

Kevin Brockenbrough
VP-Acct. Planning
Burrell

Mark Bubula
VP-Strategy Group Dir.
OLSON

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

Pablo Buffagni
Sr. VP-CCO
Conill

Jeffrey Buntin
Pres. & CEO
The Buntin Group

Kevin Burkum
Sr. VP-Mktg.
American Egg Board

Hilary Burns
VP-Mgmt. Super.
Cramer-Krasselt

Jefferson Burruss
Dir.-Digital & Online
DDB Los Angeles

Jerry Caggiano
Sr. VP-Exec. Creative Dir.
Leo Burnett USA

Luis Camano
Sr. VP- Group Creative Dir.
Alcone Marketing

Rick Carpenter
Pres. & CEO
DDB Chicago

Georgina Castanon
Mktg. Dir.
IBM Corporation

Rema Chandramohan
Sr. VP-Mgmt. Super.
Publicis

Amy Cheronis
VP-U.S. Comm. Dir.
DDB Chicago

Susan Cocco
Sr. VP
Colangelo

Julian Cohen
VP Consumer Insights
Beam Global Spirits & Wine

Gilad Coppersmith
Mngng. Dir.
OMD Canada

Mark Courtney
Founder-Pres.
Courtney & Co.

Jerry Craven
Sr. VP-Creative Services
Upshot

Brian Crooks
Exec. Creative Dir.
Avenue A | Razorfish

Steve Cullen
Creative-Design Dir.
Creature Seattle

Emily Culp
Exec. Dir.-Digital Mktg. &
Alt. Media
Clinique

Linden Davis
VP-Group Dir., Strategy
DraftFCB

Christine Dennis
Group Acct. Dir.
Barrie D'Rozario Murphy

Shari Dennis
Exec. VP-Mgmt. Dir.
BBDO Atlanta

Brett Dennis
Dir. Media-Partnerships &
Promo.
T-Mobile USA, INC.

Rachel Dennis
Dir.-Mktg. Corp. Customers
Getty Images

Marc de Swaan Arons
Chrmn.
EffectiveBrands

Tom Donovan
Group Planning Dir.
TBWA\Chiat\Day

Michael Doody
Strategy Dir.
Publicis

Trish Drueke-Heusel
VP-Innovation
GfK Strategic Innovation

Bill Duch
VP-Analytics
Rapp Collins Worldwide

Rudy Duthil
Dir.-Zoom Forward
Zoom Media & Marketing

Simon el Hage
Sr. VP-Multicultural Mktg.
DraftFCB, Chicago

Marc Engelsman
VP-Client Programs &
Services
Digital Brand Expressions

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

Bob Ferdman
Group Acct. Dir.
Leo Burnett USA

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Keith Fernbach
VP-PR
Grand Central Marketing

Ashley Fick
DVP-Brand Mktg.
GameStop

Nick Findlay
Exec. VP-Midwest &
Canada
Millward Brown

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

Jeff Freedman
Principal
Small Army

Seth Friedman
Dir.-Brand Planning
DDB New York

Dan Fromm
Sr. VP-Group Acct. Leader
BARKLEY

Mark Gambill
CMO-VP, Mktg.
CDW

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

Alan Gilleo
Exec. VP-Creative Dir.
LeapFrog Interactive

Marcia Gold
Sr. VP
Saatchi Health + Wellness

Cynthia Goodrich
Head of Mktg.-Travel
Google, Inc.

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

Greg Goayne
Principal
Firehouse

Andrew Graff
Pres. & CEO
Allen & Gerritsen

Heath Greenfield
VP-Client & Mkt. Devel.
Millward Brown

Dan Greenwald
Pres. & Creative Dir.
White Rhino

Rob Griffin
Sr. VP-U.S. Dir. of Search
& Analysis
Media Contacts

Mick-Dean Gross
Creative Dir.
Arc Worldwide

Dorree Gurdak
Sr. VP
Weber Shandwick

Bruce Haggerty
Dir.-Mktg. Rsch.
Nestle Beverage

Denny Haley
CCO
BBDO Minneapolis

Dee Hall
Exec. VP-Integration
DraftFCB

Talia Handler
Sr. VP-Mgmt. Dir.
DraftFCB

Keith Harmeyer
Exec. VP-Mktg. & Creative
C2 Creative

Marty Harper
Sr. VP-Planning Dir.
Leo Burnett USA

Larry Hauser
CEO
The Hauser Group

Jim Haven
Co-Creative Dir.-Principal
Creature

James Hering
Dir.-Client Engagement
Click Here, Inc.

Ann Herrick
Integrated Contact
Planning Mgr.
Hallmark Cards, INC

Lori Hilton
Dir.-Bus. Planning
MindShare, Chicago

Edward Hoffman
Pres.
The Varick Group

Reid Holmes
Exec. VP-Exec. Creative
Dir.
Campbell Mithun

Jeannette Hoogestraat
Sr. Rsch. Mgr.
Allstate Insurance Co.

Christopher Hooper
Sr. VP-Group Acct. Dir.
Fitzgerald+CO

Andy Hopson
Mngng. Dir.
Ruder Finn

Talley Hultgren
Sr. VP Dir. of Idea Planning
TG Madison

Carole Irgang
Pres.
Red Shoes Marketing

Matthew Jacobson
Sr. VP-Creative Dir.
JWT Team Detroit

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

Kris Kaligian
Advt. & Comm. Mgr.
BP

Doug Kamp
Sr. VP-Group Creative Dir.
Bagby & Co. Inc.

Andrew Kasprzycki
Sr. VP-Mngng. Dir.
Proximity/BBDO

Andrea Kerr Redniss
Sr. VP-Mngng. Dir.-Digital
Optimedia

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

Andrew Kritzer
AVP-Strategic Mktg. &
Comm.
Sharp Electronics
Corporation

Myrna Krueger
Acct. Dir.
Colle+McVoy

Archana Kumar
Sr. VP-Group Planning Dir.
BBDO

Don Kvam
Exec. VP-Chief Growth
Officer
Campbell Mithun

Joe Lagattuta
VP-Group Creative Dir.
Momentum Worldwide, Inc.

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

Belinda Lang
VP-CCSG Mktg. Strategy
American Express Co.

Irina Lapin
Sr. VP-Dir. of Brand
Planning
Grey Worldwide, New York

Jason Lapp
VP
Millward Brown

Kathy Leech
Dir.-Brand Comm.- Brand,
Sales & Mktg.
BP

Cheryl Lindquist
Producer
Element 79

Dave Linne
Sr. VP-Advt.
ConAgra Foods

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

David Low
Principal
LaunchPad Advertising

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

Francesca Maddalena
VP-Strategic Mktg.
Goldman Sachs

Mike Margolin
VP-Interactive Mktg. Dir.
RPA

Jeff Marshall
Sr. VP-Digital Mngng. Dir.
SMG Pixel

Sue Martin
Sr. VP-Media Dir.
Cramer-Krasselt

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

Kevin May
Exec. VP-Dir. of Strategic
Planning
Publicis West

Julie McBride
Group Acct. Dir.
Fallon

Jan McCarten
Sr. VP-Client Service
Millward Brown

Merilee McDougal
Sr. Mktg. Mgr.-Gatorade
PepsiCo

Lisa McEllistrem
VP-Mgmt. Super.
Periscope

Debbie McMahon
Sr. VP-Client Service
Millward Brown

David Measer
Dir.-Acct. Planning
Secret Weapon Marketing

Gordon Medenica
Dir.-New York Lottery
New York Lottery

Chris Miller
Sr. VP-Interactive
DraftFCB, Chicago

Gabe Misarti
Mngng. Dir.-Bus. Planning
Dir.
MindShare, Chicago

Peter Mitchell
Pres. & CEO
Woodbine

Monique Mulbry
Sr. Dir.-Brand Strategy &
Identity
Cisco System Inc.

Rich Mules
VP-Mgmt. Super.
Cramer-Krasselt

Raj Nair
Dir.-Mktg.
Georgia-Pacific

Paul Nelson
Sr. VP-Group Acct. Dir.
Arnold Worldwide

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

Aric Nissen
VP Brand Mktg.
Dairy Queen/Orange Julius

Elizabeth Nolley
VP-Mktg. Comm.
GfK Custom Research
North America

Katie O'Gorman
Mgr.-Sponsorship & Events
Mktg.
American Express Co.

Vance Overbey
Exec. Dir.-Advt.
AT&T Mobility

Suzanne Park
Dir.-Consumer Mktg.
Bravo Media

Bill Pauls
Exec. VP-Exec. Creative
Dir.
BBDO Atlanta

Nancy Pendas-Smith
Multicultural Navigator
Saatchi & Saatchi

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

Alana Phillips
Acct. Exec.
Johnson Group

Jennifer Podhajsky
Brand Dir.
The Hershey Co.

Paul Posnick
Creative Dir.
Posnick + Advertising

Kathleen Ramirez
Exec. VP-Corp. Media Dir.
Fahlgren

Alicia Rankin
Head of Rsch. & Fan
Insights
National Football League

Dave Rasmussen
Mngng. Part.-Client
Leadership
MindShare, Chicago

Kevin Reilly
Sr. VP-Dir. of Acct. Mgmt.
Bagby & Co. Inc.

Bill Reishtein
Sr. VP-Group Creative Dir.
Arc Worldwide

Shelly Riera
Dir.-Consumer Advt.
AT&T

Henry Rischitelli
Pres. & CEO
Next Marketing

Anne Rockey
Sr. VP
Leo Burnett USA

Chelsea Roe
Mngng. Part.-Dir. of Client
Services
DDB Los Angeles

Zach Rosenberg
Exec. VP-General Mgr.-
Western Region
Horizon Media

Nile Rowan
Sr. VP-Western Region
Millward Brown

Dyan Rowe Davis
VP-Mkt. Rsch.
Brand Institute Inc., Market
Research

Doug Rozen
Sr. VP-Global Lead-
Creative, Interactive, Media
& Mobile
Carlson Marketing
Worldwide

Tony Ruiz
Part.-Chief Strategic Officer
The Vidal Partnership

Nancy Ryan
Dir. Media Integration
Allstate Insurance Co.

Al Samuelian
VP-Acct. Dir.
MPG

Edward Sander
VP-New Product Strategy &
Introduction
SAP

Sara Schmid
Dir.-Advt.
The Coca-Cola Co.

Morgan Seamark
Sr. VP-Dir.
BBDO New York

Tim Seitter
VP-Oral Care
Church & Dwight

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

Jim Sexton
CMO
TracyLocke

Scott Seymour
Exec. Creative Dir.-VP
BFG Communications

Amy Shea
Exec. VP-Branding
Brand Keys

Chris Sheehy
Group Dir.
The Marketing Arm

Ron Smith
VP Group Creative Dir.
Arc Worldwide

Brandon Snow
VP-U.S. Bus. Devel. Dir.
DDB New York

Krista Souto
Global Mktg. Mgr.
Pricewaterhouse Coopers
LLP

Jim Spaeth
Founding Part.
Sequent Partners

Doria Steedman

Tim Stock
Part.
scenarioDNA

Shaun Stripling
VP-Strategy Dir.
DDB Seattle

Kristin Stuek
Dir.-Advt.
BP Lubricants USA

Kathryn Sullivan
Media Relations Mgr.
Autism Speaks

Nate Swenberg
VP-Dir., Connections
Planning
Arnold Worldwide

Maria Tender
Dir. Brand Planning
DDB New York

Tom Troja
VP-Mktg.
Social Vibe

Adam Turinas
Exec. VP-Client
Engagement
Organic

Shannon Turner
VP-Group Mgmt. Super.
Grey Worldwide, New York

Jeff Upshaw
Exec. VP-Chief Strategy
Officer
BBDO Atlanta

Maria Vallis
VP
Millward Brown

Allison Van Houten
Digital Brand Mgr.
Martha Stewart Living
Omnimedia

Jeanne Vaughn, Ph. D
Sr. VP-Dir. of Planning
GlobalHue

Jose Villa
Pres.
Sensis

Kent Voetberg
VP-Mktg.
McDonald's Corp

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

Strick Walker
Chief Mktg.-Devel. Officer
1% For The Planet

Eric Webber
Part.
Webber/McGarrah/Jessee

Jim Wegerbauer
VP Insights & Innovation
LatinWorks Marketing, Inc.

Isabelle Weisman
Dir.-Corp. Mktg. & Comm.-
Americas-Middle East &
Africa
TNT Express

Terrie Wendricks
VP-Bus. & Consumer
Insights
Sara Lee

Richard Wergan
VP-WW Brand-Advt. &
Media
Xerox Corporation

Colleen Whitney
Mngng. Part.-Strategic
Planning Dir.
MindShare, Chicago

Bob Wiesner
Bus. Devel. Consultant
Executive Persuasion
Group

Bill Winchester
Sr. VP Creative Dir.
Lindsay, Stone & Briggs

Karin Wood
Dir.-Consumer Insight
Arnold Worldwide