



GoodWorks Final Round Jury

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Advertising Age & Creativity

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SVP, Group Campaign Director
The Advertising Council

Eric Asche
SVP, Marketing & Communications
American Legacy Foundation

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Founder & President
Avidan Strategies

Jim Davey
VP, Global Marketing
Timberland

Andrew Delaney
Head of Content
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Alan Madill
Executive Creative Director
Juniper Park

Michael Ramah
Sr Partner, Global Director of
Strategic Planning
Porter Novelli

Mauricio Sabogal
Worldwide Managing Director
Initiative

Suzanne Sengelmann
VP, Marketing
The Clorox Co

Shelley Simmons
Director of Brand Communications
and Values
The Body Shop

Shiv Singh
Head of Digital
PepsiCo Americas Beverages

MODERATOR

Kendall Crolius
Partner
The Sulevia Group