

ROUND ONE JUDGES

Hy Abady
SVP/Creative Director
Saatchi & Saatchi NY

Patrick Adams
Managing Director
Secret Weapon
Marketing

B.A. Albert
President & CCO
Grey Atlanta

Pamela Alvord
EVP, Chief Brand
Strategist
Kilgannon

Justin Amendola
VP, Strategy Director
MRM Worldwide

Mark Andeer
VP, Brand Strategy
OfficeMax

James Armstrong
VP, Account Director
MPG

Eric Asche
SVP, Marketing
American Legacy
Foundation

Michael Baer
SVP, Group Account
Director
Cramer Krasselt

Megan Bafford
Senior Marketing
Program Manager
Sony Electronics

Leigh Baker
SVP Group Account
Director
Publicis NY

Linus Balaisis
National Manager,
Advertising and PR
Toyota Canada

Janet Barker-Evans
SVP, Group Creative
Director
DraftFCB

Adam Benepe
SVP Account Director
Grey New York

Ann Beriault
Principal, Director of
Account Services &
Planning
Young & Laramore

Merilee Bernauer
McDougal
Sr. Marketing Manager
Pepsi Co.

David Bernstein
Executive Creative
Director
The Gate Worldwide

Jay Bertram
President
TBWA\Canada

John Bollinger
Creative Director
Young & Rubicam NY

Mark Bowling
SVP, Global Consumer
Context Planning
Director
Starcom MediaVest
Group

Sean Boyle
Planning Director
JWT

Clinton Braganza
VP, Marketing
Capital One Canada

Bobby Brittain
VP of Marketing
Sparkling Business
Coca-Cola Canada

Alison Brown
Vice President
Millward Brown

Tom Browning
SVP, Group Business
Director
DDB Chicago

Mark Bubula
VP, Strategy Group
Director
OLSON

Pablo Buffagni
SVP, CCO
Conill

Megan Bundy
Account Director
mcgarrybowen

Jessica Buttiner
VP, Marketing
Deckers Outdoor

Eileen Campbell
Global CEO
Millward Brown

Claire Capeci
Global Business Director
JWT

Steve Carli
Managing Partner &
Planner
ZIG

Mary Carpenter
President
Starcom USA

Richard Castellini
CMO
CareerBuilder.com

Rajit Chakravarty
Global Customer Insight
Manager
BP

Alexander Chang
Director, Global
Advertising and Brand
Management
American Express

Jon Cheffings
SVP Group Strategy
Director
DDB Chicago

Erin Clark
Group Management
Director
JWT Detroit

Rich Claussen
EVP, Client Services
Bailey Lauerman

Christian Cocker
SVP, Director of Account
Planning
McCann Erickson, LA

Cynthia Collins
Director of Marketing
The New York Times

James Conrad
President
Millward Brown Canada

Carolyn Convey
Director, Interactive
Services
Neo@Ogilvy

Tony Cordero
Executive Creative
Director
TribalDDB

John Cordero
Vice President
Grand Central
Marketing

Effie Awards

2010

North American Round One Jury

Justin Crawford
ECD
JWT

Andrew Dauska
Director of Account
Management, Senior
Partner
Carmichael Lynch

Wells Davis
EVP, Strategic Planning
Saatchi & Saatchi

Sean Davison
VP Creative Director
MacLaren McCann

Julie DeMaio
SVP, Group Media
Director
UM

Denise Delahorne
SVP, Group Strategy
Director
DDB

Matt Di Paola
SVP, Managing Director
Proximity Canada

John Doyle
Strategy Director,
Interactive
Cramer-Krasselt

Suzanne Ebner
Group Account Director
Mendelsohn Zien
Advertising

Cheryl Eklind
SVP, Group Account
Director
Arnold Worldwide

Marc Engelsman
VP, Client Programs &
Services
Digital Brand
Expressions

Amy Fayer
Research Director
Dynamic Logic

Grant Fiorita
VP, Group Media
Director
Cramer-Krasselt

Steve Flynn
Director
Millward Brown

Adrian Fogel
VP/Strategy Director
DDB Chicago

Renee Fraser
CEO
Fraser Communications

Jeff Freedman
CEO
Small Army

Doug Frisbie
National Social Media &
Marketing Integration
Manager
Toyota Motor Sales

Linda Gangeri
Manager, National
Advertising
Volvo Cars of North
America, LLC

Heather Gately
Central Marketing
Manager
Razorfish

James Gilbert
Director, Global
Advertising
Campbell Soup
Company

David Ginsberg
Director, Insights &
Market Research
Intel

Michelle Goldstein
Vice President/Mgt.
Supervisor
Brushfire Inc.

Jennifer Gordon
Director, Global
Advertising
Campbell Soup
Company

Andy Gould
SVP, Executive Creative
Director
Biggs-Gilmore

Liz Grandillo
SVP, Group Director
Strategic Planning
McCann Erickson

Andy Grayson
Brand Strategy Director
Goodby, Silverstein &
Partners

Dan Greenwald
President/Creative
Director
White Rhino

Steve Grosklaus
SVP, Director -
Optimization Practice
Leo Burnett

Drew Hack
Director of Client
Integration, Sr Partner
Carmichael Lynch

Kathleen Haley
Director, Multicultural
Marketing
HP

Denny Haley
President, Chief
Creative Officer
BBDO Minneapolis

Joe Hash
VP, Associate Creative
Director
Y& R Toronto

Nicole Hayes
Managing Director
MindShare, Chicago

David Hernandez
MD/ECD
Tribal DDB

Bryan Herrman
SVP, Group Account
Leader
Barkley

Jonathon Hoffman
President, CCO
Campbell Mithun

Brian Howlett
Chief Creative Officer
Agency59

Christian Hughes
Global Business Director
JWT

Jackie Jantos
Global Creative
Strategist
Coca-Cola

Laura Johnston
SVP, Group Creative
Director
DraftFCB

Enslow Kable
Director, User
Experience Insights
Draftfcb

Kris Kaligian
Brand and Insights
Manager
BP

Dave Keepper
Group Creative Director
Colle+McVoy

Janine Keogh
VP, Consumer Insight &
Strategy
Kraft Canada

Jeff Kiel
Research Director
Area 23

Effie Awards

2010

North American Round One Jury

Kathy Kline
SVP/Consumer Context
Planning Director
Starcom USA

Mary Knight
SVP, Group Creative
Director
DraftFCB

Szilvia Kovari-Krecsmay
VP, Senior Strategist
Publicis NY

Mahesh Krishna
SVP, Strategic Planning
MPG

Laura Langdon
VP, Marketing
The New York Times

Irina Lapin
SVP, Director of Brand
Planning
Grey New York

Alessandra Lariu
SVP - Group Creative
Director
McCann Erickson

Laurie Larson
VP, Associate Media
Director
G2

Nancy Leibig
EVP, Managing Director
Business Development
DDB Chicago

Scott Lewis
Executive Creative
Director
JWT

Betsy Liegey
VP, Senior Strategist
Publicis

David G. Lockwood
EVP & Director,
Strategic Planning
Campbell-Ewald

Keith Loell
Executive Creative
Director
Draftfcb

David Maas
SVP, Group Account
Director
JWT Team Detroit

Meghann Mackenzie
Group Planning Director
JWT

Alan Madill
Executive Creative
Director
Juniper Park

Mike Margolin
VP, Interactive
Marketing Director
Rubin Postaer and
Associates (RPA)

Jeff Marshall
SVP, Managing Director
SMG Pixel

Sue Martin
SVP, Media Director
Cramer-Krasselt

Tom Martin
President
Zehnder
Communications

Catherine Mayone
SVP, Director of
Strategic Services
MRM Worldwide

Catrina McAuliffe
VP, Customer Planning
Carlson Marketing

Bryan McCarter
Director, Digital
Marketing
Electrolux Major
Appliances

Heidi McCulloch
V.P., Senior Strategic
Planner
MacLaren McCann

Sean McGrath
SVP, Group
Management Director
DraftFCB

Thomas McLoughlin
ACD, VP
DraftFCB

Debbie McMahan
SVP, Client Service
Millward Brown

David Measer
Strategic Planning
Director
David & Goliath

Trish Mello
VP Account Director
Young & Rubicam New
York

Leslie Meredith
SVP, Account Director
Leo Burnett

Kristen Meyer
SVP, Group Account
Director
Publicis NY

Mark Miller
Executive Director of
Strategic Planning
Team One

Chris Miller
SVP, Group Managing
Director - Digital
DRAFTFCB, Chicago

Peter Mitchell
President, CEO
Woodbine

Jean-Sébastien Monty
Co-president
CloudRaker

Tammy Moore
CEO
Touch Point Agency

Monique Mulbry
Sr Director, Brand
Strategy & Identity
Cisco Systems, Inc.

Rich Mules Jr.
VP, Management
Supervisor
Cramer-Krasselt

Nicole Murra
Brand Manager, PR and
Promotions
Baskin Robbins

Dave Nagel
Director of Brand
Excitement
Baskin-Robbins

Stephanie Nerlich
President
Lowe Roche

Bruce Neve
President
Mediaedge:cia Canada

Laurie Newsome
VP, Account Director
Young & Rubicam NY

Scott O'Hara
Managing Director
GMR Marketing

Jason Oke
Principal
Independent Together

Andres Ordoñez
VP, Creative Director
Zubi Advertising
Services

Ramiro Padilla
Director of Digital
Strategy
Sensis Agency

Effie Awards

2010

North American Round One Jury

Alexandra Panousis
President
Starcom Canada

Victor Paredes
Vice President Associate
Director of Account
Management
The Vidal Partnership

Stacia Parseghian
Management Supervisor
Secret Weapon
Marketing

Larry Peiros
EVP, COO North
America
The Clorox Company

Michael Perdigao
President
Fire Station Agency

Jack Perone
VP, Director of Strategic
Planning
JWT Toronto

Suzanne MV Phelps
VP, Strategic Business
Partner Integrated
Marketing
The Marketing Store

Nicolas Piris
Planning Director
JWT

Wanda Pogue
SVP, Global Planning
Director
Saatchi & Saatchi

Judy Popky
SVP, Executive Media
Director
22squared

Patricia Prugno
SVP Group
Management Director
DraftFCB

Chris Reed
SVP, Sr. Account
Director
Energy BBDO

Auge Reichenberg
EVP, Group Creative
Director
DRAFTFCB

Lisa Rettig-Falcone
Group Creative Director
DDB

Bill Reynolds
VP, Media Director
Erwin-Penland

Dora Rivera
Group Planning Director
UniWorld Group, Inc.

Doug Robinson
Founder, Chief Creative
Officer
Doug Agency Inc.

Karyn Rockwell
Global Business Director
JWT

Jenny Rowland
VP, Associate Planning
Director
Mullen

Michelle Rowley
VP, Brand Planning
Grey NYC

Steve Rubinacci
Senior Partner
Mediaedge:cia

Tom Russell
SVP Marketing,
Gourmet Foods & Gift
Baskets Division
1800flowers.com

Dan Salzman
VP of Insights, WW
Marketing, Imaging and
Printing Group
Hewlett Packard

Marie Salzman
Account
Director/Partner
Gotham Inc.

Joy Sanguedolce
Strategy Innovation
Director
MediaVest

Sara Schmid
Director of Advertising
The Coca-Cola Company

Rob Schnapp
SVP Creative Director
Y&R/NY

Annemarie Schoepfer
Senior Partner, Group
Planning Director
Ogilvy
Glenn Sciacchitano
Advertising Director
Cotton Incorporated

Laura Semple
VP Strategic Planning
Director
Conill Advertising

Catherine Shand
Sr. VP, Managing
Partner
Y&R Toronto

Tony Sharpe
SVP, Creative Director
Draftfcb Chicago

Julie Sheridan
VP Group Account
Director
Cramer-Krasselt

Howie Silverman
SVP, Managing Director
Millward Brown

Mario Simon
Partner
Millward Brown
Optimor

Ted Sink
VP, Associate Planning
Director
BBDO

Louis Slotkin
VP, Group Account
Director
Cramer Krasselt

Krista Souto
National Marketing
Manager
Pricewaterhouse
Coopers LLP

Doria Steedman
Senior Creative Counsel
Partnership for a Drug-
Free America

Lea Stendahl
VP, Advertising
E*TRADE Financial

Tim Stock
Managing Director
scenarioDNA

Andrew Strickman
SVP Creative/Managing
Director
Ammo Marketing

Scott Suky
SVP/Group Account
Director
MPG

Steve Sweitzer
Chief Creative Officer
Woodruff Sweitzer

Patricia Swindle
SVP, Group Strategy
Director
DDB Chicago

Troy Tarwater
SVP, Sr. Account
Director
BBDO

Elaine Taylor
Senior Partner
Ogilvy

Effie Awards

2010

North American Round One Jury

Walker Teele
VP, Account Director
McKinney

Michael Therrien
Senior Manager,
Strategy and
Management, WW
Demand Programs
IBM Corporation

Kristie Tillinghast
Advertising Manager
State Street

John Travis
VP Brand Marketing
Adobe

Kathy Valdiserri
SVP, Planning &
Research
The Marketing Store

Maria Vallis
Senior Vice President
Millward Brown

Tim Van Hoof
Creative Director
State Farm

Megan Van Someren
SVP, Planning Director
Leo Burnett

Jesse Vendley
Group Creative Director
Digitas

Mike Ward
SVP, Creative Director
Doner

Elias Weinstock
VP, Executive Creative
Director
Casanova Pendrill

Mark Weisbarth
President
Due North

Angela Whitby
VP, Planning Director
Y&R, Chicago

Norm Williams
VP Brand & Customer
Experience
BMO Financial Group

Diane Williams
Director of Marketing
GSK Consumer
Healthcare

Suzanne Winkelman
Group Account Director
Euro RSCG

Ashley Wood
Planning Director
Ogilvy & Mather

Jennifer Woods
EVP
The San Jose Group

Kathleen Zimmerman
National Mgr Brand &
Marketing Strategy
Kia Motors America

Kurt Zoller
EVP, Group
Management Director
DraftFCB