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Juliet Haygarth Appointed Managing Director of Effie United Kingdom

Seasoned agency and client-side marketer to lead the UK office of the non-profit focused on marketing effectiveness

LONDON / NEW YORK (September 6, 2019) — Effie Worldwide has named Juliet Haygarth Managing Director of Effie United Kingdom. Haygarth will report to Traci Alford, President & CEO, Effie Worldwide in New York, as well as Effie Worldwide's [Board of Directors](#). For 50 years, Effie has led, inspired and championed the practice and practitioners of marketing effectiveness. They are best known for organizing the Effie Awards, which run 50+ programs globally. Effie launched in the UK in 2015.

Based in London, Haygarth is responsible for developing the strategic growth strategy for the UK program and strengthening Effie's network in the United Kingdom. She has also been tasked with expanding the brand's local educational initiatives and thought leadership profile via development of in-person and online programming. Effie offers a variety of products to support marketers across all stages of their careers to become more effective practitioners. Working closely with Effie Worldwide, Haygarth will launch those products in the UK and amplify Effie-winning work on the global stage.

Haygarth has a proven record of developing and delivering effective brand strategies and campaigns for brands such as Samsung, Virgin Atlantic, The British Red Cross, Eurostar, and Sky, while in leadership positions at BMB, Y&R and independent agency Brothers and Sisters. She has won a host of global and European awards herself for creative effectiveness and digital innovation. Most recently she has worked with 21st Century Brand on their first European client, N26, one of the world's most valuable Fintech brands. Adding Effie to her client roster, Haygarth is well-positioned to unify the UK market and lead the

conversation.

"The Effies is a fantastic global organisation. Acclaimed for its awards, it delivers so much more in terms of innovative training, education and inspirational content. There is a truckload of untapped potential in the UK and I'm looking forward to developing our progressive programme," said Haygarth. "The UK is famous for its innovation and creativity, so we have a big part to play in demonstrating the positive impact marketing can have on people, planet and profit."

"As a forum for marketing effectiveness, it is our priority to build the Effie brand thoughtfully, while paying close attention to the shifts and nuances impacting the growth and success of our industry," said Traci Alford, President & CEO at Effie Worldwide. "We are excited to continue to build our global network with greater presence in the UK, led by our newest worldwide team member, Juliet Haygarth. Juliet is a strategic brand leader who brings a fresh approach to the organization and will work closely with industry leaders to enhance understanding around the drivers of marketing effectiveness."

The 2019 Effie Awards UK Gala will be held on September 19 at Plaisterers' Hall in London. The 2020 program will launch in January 2020.

For more information about [Effie UK](#), please visit effieuk.org and sign-up for email updates [here](#).

About Effie

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.