



Mar 31, 2017 Global: Multi-Region

Effie Worldwide Relaunches Board of Directors

New Board Members are a who's who of industry influencers with marketing leaders from Unilever, Coca-Cola, Google, Facebook, NBCUniversal, CAA, Wharton, Nielsen & agency representatives from each of the major advertising holding companies

NEW YORK (March 31, 2017) — Effie Worldwide announced today a new board of directors formed to further impact the nonprofit's mission to serve as a forum for marketing effectiveness. The board includes representation from major brands, entertainment and media companies, and a position for an agency from each of the top 5 advertising agency holding companies, as well as an independent agency seat.

Since 1968, Effie has been championing and improving the practice and practitioners of marketing effectiveness through the Effie Awards, Effie Index and educational initiatives in over 48 programs throughout the world.

"For nearly fifty years, Effie Worldwide has served as the industry barometer for marketing effectiveness, holding us all accountable to delivering value back to our businesses. We strive to be the source of truth for what makes marketing effective," said Carolyn Everson, VP, Global Marketing Solutions, Facebook, who has also served as Chair of Effie Worldwide's current Board of Directors for the past two years. "Our incoming Board of Directors was strategically planned to include leaders who impact and influence today's marketing ecosystem, and who will steer the mission of Effie for the future."

Daryl Lee, Global CEO, Universal McCann, who has served on the board since 2011 is the incoming Board Chair of Effie Worldwide, when the new board transitions in June 2017. Past Board Chair **Taylor Gray**, Partner at Revlyst, will serve as Treasurer. **Ellen Hyde Pace**, Global Client Leader of Red Fuse Communications, who has been committed to Effie's mission since 2002, as a board member and frequent North American Effie Awards Judging Chair will serve as Secretary.

The incoming Effie Worldwide Board of Directors include:

Jack Bamberger, SVP, Global Head of Agency Development, AOL

Torrence Boone, VP, Global Agency Sales & Services, Google
Wendy Clark, President & CEO, DDB North America
Carolyn Everson, VP, Global Marketing Solutions, Facebook
Jae Goodman, Chief Creative Officer & Co-Head of CAA Marketing, Creative Artists Agency
Pam Hamlin, Global CEO, Arnold Worldwide
Catharine Hays, Executive Director, Wharton Future of Advertising Program
Dave Hohman, EVP & Managing Director, Agency Solutions, Nielsen
Tamara Ingram, CEO, Worldwide, J. Walter Thompson Company
Kristin Lemkau, Chief Marketing Officer, JPMorgan Chase
Vineet Mehra, EVP & Chief Marketing Officer, Ancestry.com
Nigel Morris, CEO, Americas, Dentsu Aegis Network
Ann Mukherjee, Global Chief Marketing Officer, SC Johnson
Michelle Peluso, Chief Marketing Officer, IBM
Bea Perez, Chief Sustainability Officer, SVP Global Partnerships, Marketing Assets & Innovation, Licensing & Retail Attractions Chair, The Coca-Cola Company
Carla Serrano, CEO, Publicis New York, Publicis North America
Keith Weed, Chief Marketing & Communications Officer, Unilever
Karina Wilsher, Partner, Global COO, Anomaly
Linda Yaccarino, Chairman of Advertising Sales and Client Partnerships, NBCUniversal

One of the first items on the agenda for the board of directors is to find a successor to Neal Davies, Effie Worldwide's current President & CEO, who will be moving his family back home to the United Kingdom this summer. Neal joined Effie Worldwide in 2014 as the first agency and marketing veteran to lead the organization. During Neal's leadership, Effie Worldwide experienced significant growth globally and expansion of its educational programs throughout the world. Neal helped migrate Effie from an awards show to a forum for the industry, with an increased focus on education and learning.

"Neal put 'worldwide' in Effie Worldwide, by partnering with our licensees to sharpen their programs, growing entries, and fueling an even greater brand purpose. He has served as an ambassador to our industry, spotlighting Effie Worldwide on the global stage. We are grateful for his leadership and vision, and are looking forward to nominating someone to drive this important work forward," said Everson.

"Having spent the last year working with Carolyn and Daryl to assemble the new board, I know it would have been an incredible experience to have stayed on and worked with this stellar group of people," said Davies. "I will stay involved from Europe and look forward to becoming a judge again. Wherever you are in the world, there's no better way of keeping our industry honest than the Effies."

About Effie Worldwide

Effie Worldwide is a 501(c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, regional Asia Pacific, Euro, Latin American, North American and Middle East / North Africa Effie programs and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news. The [Effie Effectiveness Index](#) identifies and ranks the marketing communications industry's most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

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