



Jun 13, 2019

Vineet Mehra Named Chair of Effie Worldwide Board of Directors

Global Chief Marketing Officer at Walgreens Boots Alliance Begins his 2-Year Term at the Helm of Worldwide Marketing Effectiveness Organization

NEW YORK (June 13, 2019) — Vineet Mehra, Global Chief Marketing Officer at Walgreens Boots Alliance will begin his term as Chair of Effie Worldwide’s Board of Directors, announced by Traci Alford, President & CEO of Effie Worldwide. He was elected by the **Board** and succeeds Daryl Lee, Global CEO, UM, who will complete his term on June 30.

Effie Worldwide’s board oversees and contributes to the non-profit’s mission to lead, inspire and champion the practice and practitioners of marketing effectiveness globally. Through the Effie Awards, Effie Index and educational initiatives in over 50 programs throughout the world, Effie serves as a forum for the marketing industry.

“Effie Worldwide has touched the careers of countless marketers around the globe, including mine, and has the reputation and reach to educate and champion new generations of marketers from the smallest tech start-ups, to regional brands to the largest companies in the world,” said Vineet Mehra. “I am excited about working with Traci Alford and our Effie Board, made up of some of the best leaders in the industry, to help Effie carry out their mission in this new era of data and technology enabled marketing around the world.”

Prior to joining Walgreens Boots Alliance, the world's largest and first global pharmacy-led health and well-being enterprises, Vineet was Global Chief Marketing Officer for Ancestry, the world's leading Consumer Genomics company.

"Vineet has led and driven strategic growth within both classic brand marketing models, as well as the world of direct to consumer technology brands. His experiences also span across multiple continents and industries," said Traci Alford, President & CEO of Effie Worldwide. "As Effie continues to focus on the future of marketing effectiveness and our global reach, Vineet is a natural fit to take us forward as he keenly understands the challenges and nuances of delivering under a modern marketing ecosystem across the globe. I am also pleased to share that he will be our first ever client-side Board Chair."

Throughout his career, Vineet has been named by Forbes as one of the world's Top 50 CMOs, was recognized by Adweek as one of their Top 20 Tech CMOs and has been honored with the Top 40 under 40 award by both Ad Age and P&G's Alumni Association. He has served as an Officer on Effie Worldwide's board since 2017.

About Effie

Effie is a global 501c3 non-profit whose mission 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.