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Effie Asia Pacific Announces New Council, Led By Ogilvy's Chris Reitermann

SINGAPORE (February 4, 2021) – Effie Asia Pacific is pleased to announce the launch of the Effie Asia Pacific Council. The 20-member Council consists of a strong mix of senior leaders from global brands and agencies who are committed to driving excellence in marketing effectiveness across the Asia Pacific region.

The Council will be chaired by Chris Reitermann, Chief Executive Officer, Ogilvy Asia & Greater China. At Ogilvy, Chris is responsible for the strategic development and daily operations of the agency across 14 markets and is a member of Ogilvy's Worldwide Executive Leadership Board. Under his leadership, Ogilvy has been consistently recognised for its effectiveness and creativity, earning Most Effective Agency Network accolades at Effie Awards Greater China and APAC Effie Awards for several consecutive years. Chris is also actively involved in the Chinese internet scene and sits on several boards.

Commenting on the launch of the Council, Chris said "It is an honour to be chairing the Effie Asia Pacific Council. With a diverse panel of members encompassing gender, culture and geography, I am thrilled to be working alongside such experienced senior marketers and agency leaders who are committed to championing marketing effectiveness in the region. I look forward to working alongside my peers to contribute to our industry and raise the bar for marketing effectiveness."

Effie has led, inspired and championed the practice and practitioners of marketing effectiveness for more than 50 years through initiatives such as the Effie Awards, Effie Index, Effie Case Database and educational programs around the world. Renowned as a global symbol of achievement, Effie celebrates marketing effectiveness worldwide with over 50 global, regional and national programs across Asia Pacific, Europe, Latin America, Middle East/North Africa and North America.

Serving in an advisory role, Council Members will help to steer the APAC Effie Awards and propel new APAC Effie initiatives that drive the effectiveness agenda.

The full Effie Asia Pacific Council line-up is as follows:

- Chris Reitermann, CEO, Ogilvy Asia & Greater China (Chairman)
- Ashish Bhasin, CEO APAC and Chairman India, Dentsu International (Awards Chairman 2021)
- Akira Mitsumasu, VP Global Marketing, Japan Airlines
- Alex Lubar, President, McCann Worldgroup Asia Pacific
- Ali Abbas, Business Head of Dairy, Nestlé Vietnam
- Angela Bassichetti, Head of Creative Shop APAC, Facebook
- Anupriya Acharya, CEO, Publicis Groupe South Asia
- Christina Lu, Head of Marketing, Ali Express
- Daphne Kuah, Vice President, Procter & Gamble
- David Porter, VP Global Media, APAC & Africa, Unilever
- Erica Kerner, SVP & Head of Marketing Strategy & Partnerships, Commercial, ONE Championship
- Fern Canning, Managing Director, Edelman Australia
- Karl Cluck, Head of APAC Agency, TikTok
- Lisa Ransom, Group Retail Marketing and Operations Director, The Dairy Farm Company
- Margot B Torres, Managing Director, McDonald's Philippines
- Pully Chau, Group Chairman, Cheil Greater China
- Rupen Desai, CMO, Dole Foods; Founder, TS/28
- Simon Kahn, CMO APAC, Google
- Tony Harradine, CEO APAC, Omnicom Media Group
- Vishnu Mohan, Chairman, Vivendi Committee, India & South East Asia

To view the profiles of the Council Members, please visit apaceffie.com/about/effie-asia-pacific-council.

More information about Effie Asia Pacific can be accessed at apaceffie.com.