



Aug 25, 2021 United States

2021 Effie Awards United States Grand Jury Announced

IKEA USA's Umesh Sripad and BBH USA's Amani Duncan to co-chair

NEW YORK, August 25, 2021 – Effie Worldwide has announced the marketing leaders who will serve on the Grand Jury for the 2021 Effie Awards United States competition.

The Grand Effie jury will select the most effective, impactful work of the year as the recipient of the “best in show”, the Grand Effie. The year’s competition reflects the work and results achieved during the onset of the pandemic. The Grand Effie winner will serve as both a symbol of the industry’s resilience and benchmark for the path forward.

Leading this year’s prestigious panel are co-chairs, **Umesh Sripad**, Chief Digital Officer at IKEA USA, and **Amani Duncan**, President at BBH USA. Each year, the Grand Jury is selected for their expertise in a range of disciplines across the industry. Joining Sripad and Duncan on the jury are:

- Jason Harris, Co-Founder & CEO, Mekanism
- Dirk Herbert, Chief Strategy Officer, dentsu Americas
- Tracy-Ann Lim, Chief Media Officer, JPMorgan Chase & Co.
- Deidre Smalls-Landau, CMO & EVP, Global Culture, UM
- Zena Srivatsa Arnold, Global Chief Digital & Marketing Officer, Kimberly-Clark
- Kate Stanford, VP, Ads Brand & Activation Marketing, Google
- Musa Tariq, CMO, GoFundMe
- Justin Thomas-Copeland, President & CEO, DDB North America

The jury will meet virtually, in a session sponsored by [YouTube](#), to review and debate the creativity and effectiveness of the highest-scoring Gold Effie winners from the 2021 Effie Awards United States competition.

“Despite all of the challenges, I am consistently impressed by our industry’s ability to produce amazing work and drive growth,” said **Traci Alford**, Global CEO of Effie Worldwide. “It is critical that we continue to recognize and celebrate marketing effectiveness, especially now, and the leaders on this year’s Grand Effie Jury are well-equipped to determine this year’s winner and establish the benchmark for effectiveness going forward.”

The Grand Effie contenders and winner will be announced during the final day of the virtual **Ideas That Work: 2021 Effie US Summit & Awards Celebration** taking place September 29-30 (3-5pm ET). The free-to-attend event will celebrate winners from this year’s Effie US competition and explore the path forward for brands and marketers in today’s constantly evolving landscape.

About Effie Worldwide

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](https://www.effie.org).