

The agency business in the international arena is a whole new ball game in today's rapidly changing environment. The players who stand out have broad skills that encompass at least an understanding—if not experience—across what used to be the silos of account management, creative, media, planning, new methods of engagement, and the like. Insight into what works locally, what crosses borders, and what needs some adaptation is a given. The ones who stand out are those willing to take risks in leading their clients to places they might not have gone otherwise to help them achieve their objectives. They are the agency innovators. In this first annual recognition of individuals at agencies, inter national ist has identified 22 women and men who stand out.

They are inter national ist's

inAGENCY 2006 INNOVATORS



matt eaton • andrew swinand • lori senecal • stuart clarke • somak chaudhary • matt dyke
 joe warren • carolina jimenez-garcia • diana sevillano • david desocio
 mark boyd • david mayo • tom brookbanks • jorge irizar • asuka mogi • jimmy liang
 rob hughes • steve traveller • ean shearer • mark jones • sean finnegan • kavita kailash