

## THE INTERNATIONALIST NAMES 30 INNOVATORS

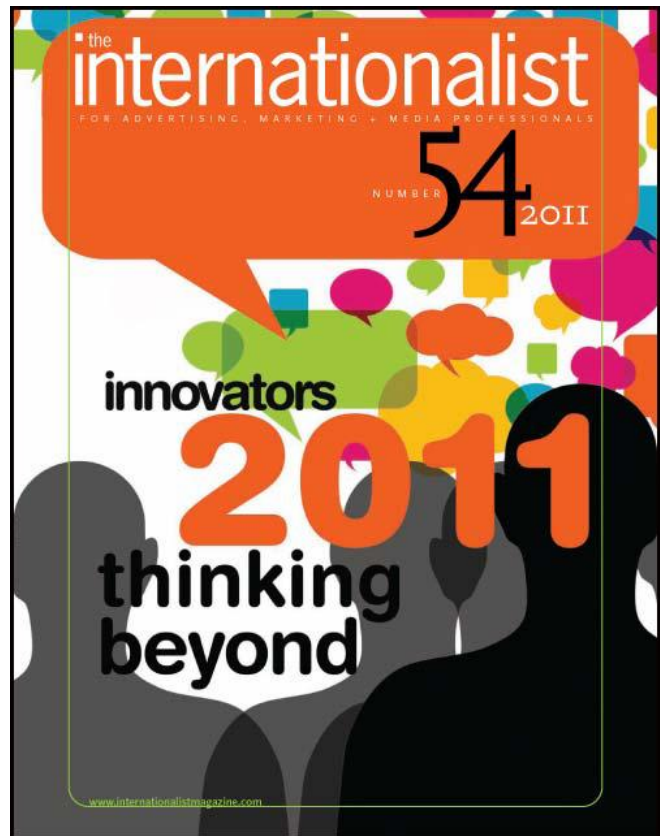
Thanks to your nominations, **The Internationalist** has selected the *Innovators* of 2011. Thirty men and women from agencies throughout the world were chosen from several hundred nominations.

According to their peers, the 2011 *Innovators* are leading lights- champions of multinational strategy, adept at innovative communications, individuals who think about advertising in new ways, and advocates of responsible brand-building. It is an eclectic group and one in which the definition of innovation knows no bounds of geography, age, or title within their organizations-- large or small.

This marks **The Internationalist's** sixth annual *Innovators* edition. If there could be single trend that emerges from such a diversity of people and backgrounds, it is the excitement these Innovators feel for being part of so dramatically a changing world. Shifting consumer behavior, new technologies, an emphasis on effectiveness, and a myriad of media options in our ever-reshaping digital age does not daunt these individuals. They only see opportunities, and in many cases, they are also building the tools to insure the results.

### THE 2011 AGENCY INNOVATORS:

**René Allemann** of Branders Group AG, Zurich; **Kristi Argyilan** of UM, San Francisco; **Rich Astley** of MEC Interaction, New York; **Giuseppe Barbetta** of Maxus, Milan; **Avishesha Bhojani** of BPG Group, Dubai; **Mark Bowling** of Starcom MediaVest Group, Singapore; **Lily Chakrabarty**, of Starcom MediaVest Group, New York; **Emma Cookson** of BBH, New York; **Barry Cupples** of Omnicom Media Group, Singapore; **Katie Ford** of Starcom MediaVest Group, Chicago; **Scott Hagedorn** of Annalect Group, New York; **Alex Hall** of TigerSpike, New York; **Matt Howell** of Arnold Worldwide, Boston; **Marcus John** of MediaCom SPORT, London; **Mark Kiernan** of Digitas, New York; **Dave Knox** of Rockfish, Cincinnati; **Joe Phelps** of The Phelps Group, Santa Monica; **Paul Price** of Creative Realities, New York; **Mauricio Sabogal** of Mediabrands, New York; **Sasha Savic** of Havas Media, New York; **Steve Schildwacher** of Draftfcb, Chicago; **Oliver Snoddy** of Doremus, New York; **Michael Stich** of Rockfish, Cincinnati; **Shekar Swamy** of RK Swamny BBDO, Mumbai; **Maartje Symons** Wisecrackers, Amsterdam; **David Tang** of DDB Group, Singapore; **Scott Tegethoff** of UM, New York; **Paul Woolmington** of Naked, New York; **Charlotte Wright** of MEC, London; **Oscar Zhao** of BlueFocus Communications, Beijing.



**To meet *The Innovators* online, go to:**

**[http://agency-innovators.typepad.com/innovators\\_2011/](http://agency-innovators.typepad.com/innovators_2011/)**

#### PAST INNOVATORS 2010:

**Mark Beeching** of Digitas, New York; **Cheuk Chiang** of PHD, Singapore; **Saurav Chakarabarty** of Digital Direction, Mumbai; **Karl Cluck** of Mindshare Asia-Pacific, Singapore; **Allison Coley** of MEC, New York; **Lee Daley** of McCann Worldgroup, London; **Agnello Dias** of TapRoot India, Mumbai; **Matthew Don** of Doremus, London; **Anne Dooley** of Energy BBDO, Chicago; **John Duban** of Starcom MediaVest Group, New York; **Ricardo Fragale** of Starcom MediaVest Group, Miami; **Elaine Ip** of Omnicom Media Group, Shanghai; **David Lang** of Mindshare Invention / Entertainment, New York; **Cynthia McFarlane** of Saatchi & Saatchi Latin American, Miami; **Andrew McLean** of GroupM, New York-- *now CEO of PHD US*; **Deepika Nikhilender** of Mindshare Asia Pacific, Singapore; **Enyi Odigbo** of Casers Group, Lagos; **Jean-Guillaume Paumier** of Banner, London-- *now Media Account Director at Essence, London*; **Reda Raad** of Raad\TBWA, Dubai; **K. Satyanarayana** of Media Direction, Mumbai; **Marc Schader** of MPG, Madrid; **Tracey Scheppach** of VivaKi, Chicago; **Mark Sherman** of Media Experts, Montreal; **Toby Southgate** of The Brand Union, New York; **Angela Steele** of Starcom MediaVest, Chicago; **Paul Suskey** of Media 8, Miami; **Kenny Tomlin** of Rockfish Interactive, Arkansas; **Dick van Motman** of DDB Group, Shanghai; and **Andy Wasef** of MEC, New York

#### PAST INNOVATORS 2009:

**Tim Andree** of Dentsu, New York; **Bianca Baltrusch** of DaVinci Selectwork, Düsseldorf; **Joel Bary** of LatinMedios, Miami; **Serge Dumont** of Omnicom Asia Pacific, Shanghai; **Michael Fassnacht** of Drafftcb, Chicago; **Roderigo Figueroa Reyes** of FiRe Advertainment, Buenos Aires; **Malcolm Hanlon** of Zenith Media China, Shanghai-- *now COO/Asia Pacific at ZenithOptimedia, Singapore*; **John Harlow** of Naked, New York; **Mark Heap** of PHD, Shanghai-- *now CEO of PHD China*; **Barbara Kittridge** of Spark, Chicago; **Tom Laranjo** of Total Media International, London; **Daryl Lee** of Universal McCann, New York; **Jessica Michaels** of The Wunderman Network/Group M, Seattle; **Mike Moszynski** of LONDON Advertising, London; **Saneel Radia** of Denou, Chicago-- *now Director of Innovation at BBH, New York*; **Rand Han** of Bloody Amazing, Shanghai; **Lauren Richards** of Starcom Mediavest Group, Toronto; **Jasmin Sohrabji** of OMD India, Mumbai and **Brandon Starkoff** of Starcom Worldwide, Chicago.

#### PAST INNOVATORS 2008:

**Ian Bell** of MediaCom, London; **Dan Benedict** of MEC, London; **Philip Brett** of TBWA\Tequila, Singapore, **Shadi Bteddini** of B.E. International, New York & Dubai; **Christina Dagnello** of MEC, New York; **Charlotte Freemantle** of Universal McCann, London; **Shubha George** of Mediaedge:cia, Mumbai; **Patricia Gogliara** of McCann Erickson Brasil, Sao Paulo; **Alistair Henderson** of Fuse/OMD, Sydney; **Rob Hilton** of The Promotion Factory, Melbourne; **Christian Kugel** of Denuo, Chicago-- *now VP Consumer Analytics & Research at AOL, New York*; **Hani Mahdi** of Mindshare Interactive, London; **Laura Milsted** of JustMedia, London; **Mark Stewart** of OMD, New York- *now head of Global Media at KRAFT*; **Nazeer Suliman** of Mindshare South Africa, Johannesburg; **Martin Sundberg** of Mediacom, Stockholm; **Will Swayne** of Carat, Hong Kong- *now at Carat in New York*; **Givi Topchishvili** of Global Advertising Strategies, New York; **Becky Walden** of Starcom, Chicago; **Crystal Wang** of G2 Star Echo Group, Beijing and **Felix Wong** of The Marketing Arm, Beijing.

#### PAST INNOVATORS 2007:

**Damian Blackden** of Universal McCann, London-- *now President-Internaitonal of OMG's Annalect Group*; **Adnan Brankovic** of Initiative, New York-- *now VP/Global Account Director of MPG, New York*; **Chris Carmichael** of Mindshare, London- *now Head of Customer Marketing at NOKIA UK*; **Peter Colvin** of MEC, London; **Hamish Davies** of MEC, London; **Rupert Denny** of Banner London; **Andrew Fair** of Ogilvy, New York; **Torie Henderson** of OMD, Hong Kong; **Philip Jabbour** of Starcom Mediavest, Dubai; **Michael Jones** of MEC, Miami; **Elie Khouri** of Omnicom Media Group, Dubai; **Silas Lewis-Meilus** of Mindshare, London; **Christophe Mayer** of ZenithOptimedia, Paris-- *now of LVMH Paris*; **Hiroshi Ochiai** of TBWA/Hakuhodo, Tokyo; **Tonia Perretta** of Initiative, London; **Anna Ringsberg** of Carat Business, Malmo; **Patrick Ryan** of Mediacom, London; **Sesh Sampath** of BBDO Asia, Singapore; **Jacqui Seddon** of Just Media-- *now independent*, London; **Latha Sunderam** of Starcom, Chicago; **Jill Toscano** of mediaedge:cia, New York; **Hanne Tuomisto-Inch** of Banner, London and **Magnus Wretblad** of Low Brindfors, Stockholm.

#### PAST INNOVATORS 2006:

**Jorge Irizar** of MPG, Paris-- *now CEO Havas Media International France*; **Stuart Clark** of MPG, London--*now of MPG, Singapore*; **Diana Sevillano** of Optimedia, Miami-- *now VP of Starcom, Miami*; **Andrew Swinand**, Starcom, Chicago; **Joe Warren** of Universal McCann, New York- *now SVP, Group Client Director at MediaVest*; **Matt Eaton** of MEC, Tokyo; **Lori Senecal** of McCann WorldGroup, New York- *now CEO of Kirshenbaum Bond Senecal*; **Somak Chaudhary** of Leo Burnett, Bangkok; **Matt Dyke** of Tribal DDB-- *now at his own agency, London*; **Carolina Jimenez- Garcia** of Mindshare, New York-- *now International Account Director at OMD, New York*; **Mark Boyd** of Bartle Bogle Hegarty, London; **David Desocio** of OMD, New York-- *now SVP, A&E Networks Partnerships, New York* ; **David Mayo** of Ogilvy & Mather, Singapore; **Tom Brookbanks** of MEC, New York; **Asuka Mogi** of Beacon Communications, Tokyo; **Jimmy Liang** of Leo Burnett, Guangzhou; **Rob Hughes** of Mindshare, Beijing; **Steve Traveller** of Starcom, London; **Ean Shearer** of Dentsu, Inc., New York; **Kavita Kailash** of Leo Burnett, Mumbai; **Sean Finnegan** of OMD Digital, New York-- *now CEO of Mediabrand's hperlocal marketing agency, Geomentum*; ; **Mark Jones** of ZenithOptimedia, San Francisco-- *now of Viacom/MTV International, New York*.

## ABOUT THE INTERNATIONALIST AGENCY INNOVATORS

- \* Every year since 2006, **The Internationalist** has named those ad agency executives who are adept at innovative communications, think about advertising in new ways, and are advocates of international brand-building.
- \* Known as the *Innovators*, winners underscore how break-through thinking knows no bounds of geography, age, company size, or title within today's advertising and communications organizations.
- \* All *Innovators* are nominated by their industry colleagues for their energy, abilities and current work during a 2-month Call for Entries.
- \* A committee—largely comprised of past *Innovators*, **The Internationalist** Boards and its editorial team—vote on the worthiness of each *Innovator*, while also taking into consideration the number of nominations for each individual.
- \* Many past *Innovators* have now moved on to top-level agency jobs or client-side roles. Recognizing talent does affect people's careers!

# the internationalist

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

*Created in January 2003 by Deborah Malone, The Internationalist was launched to connect the people and ideas in international advertising, marketing and media. Today The Internationalist is read in over 100 countries and has become a trusted source for international best practices. It is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building.*

**The Internationalist** is now IN PRINT, ONLINE and IN-PERSON — all to better serve the needs of this community.