

### **Branded Content & Entertainment Lions Jury**

**Doug Scott**, President & Founder, OgilvyEntertainment, Global – **Jury President**

**Aditya Swamy**, Executive Vice President & Business Head, MTV, India

**Arthur Herpel**, Managing Director UM Studios, Universal Media, The Netherlands

**Ben Liebmann**, Chief Executive Officer, Shine 360°, UK

**Brian O'Rourke**, Executive Producer, Branded Entertainment, TBWA\CHIAT\DAY, USA

**Glen Condie**, Creative Director, Wonder, Australia

**Jennifer Golub**, Creative Director / Executive Director of Content, Let There Be Dragons, USA

**Jon Hamm**, Chief Creative & Innovation Officer, Momentum Worldwide, USA

**Justin Wilkes**, President of Media & Entertainment/Executive Producer, @Radical.Media, USA

**Lucien Boyer**, Global President & CEO, Havas Sports & Entertainment, Global

**Mateo Eaton**, Regional Branded Content Partner, Mindshare, Asia Pacific

**Maurício Mota**, Chief Storytelling Officer, Co-Founder, The Alchemists Entertainment Group, Brazil/Global

**Olivier Gers**, Global President, LiquidThread, Starcom Mediavest Group, Global

**Pablo Munoz**, President, FCB, Spain

**Patrícia Weiss**, Chairman and Founder BCMA South America and Strategic Consultant of Branded Content & Entertainment, Asas Da Imaginação, Brazil

**Randy Stein**, Partner, Creative, Grip Limited, Canada

**Seiichi Saito**, Principal / Creative & Technical Director, Rhizomatiks, Japan

**Thomas Jamet**, Chief Executive Officer, Moxie, France

**Ulla-Karin Barrett**, Accounts Director, The Fan Club, Sweden

**Will Barnett**, Executive Creative Director, Adjust Your Set, UK

### **Creative Effectiveness Lions Jury**

**David Sable**, Global Chief Executive Officer, Y&R, Global – **Jury President**

**Adam Stagliano**, Chief International Strategy Director, TBWA\Worldwide, Global

**Brandon Cooke**, Global Chief Marketing Officer, mcgarrybowen, Global

**Colvyn Harris**, Chief Executive Officer, South Asia, JWT, India

**Craig Mawdsley**, Joint Chief Strategy Officer, AMV BBDO, UK

**Fiona Gordon**, Group Chairman, Ogilvy & Mather, Singapore

**Greg Lyons**, Vice President of Marketing, Mountain Dew & Energy, Pepsico, USA

**James Woodbridge**, General Manager - Marketing, Burger King, New Zealand

**John Woodward**, Worldwide Planning Director, Publicis Worldwide, France

**John Zeigler**, Chairman & Chief Executive Officer, DDB Group Asia Pacific, Asia Pacific

**Jung-kyu Park**, Senior Vice President, Dongsuh Foods Company, South Korea

**Justin Graham**, Chief Strategy Officer, M&C Saatchi, Australia

**Maria Mujica**, Latin America Regional Marketing Strategy and Communication Director, Mondelez International, Argentina

**Michael Fassnacht**, Chief Executive Officer & President, FCB Chicago, USA

**Miriam Chaves**, Marketing & Sales Director, T4F – Time For Fun, Brazil

**Roxanne Taylor**, Chief Marketing & Communications Officer, Accenture, Global

### **Innovation Lions Jury**

**Tom Bedecarré**, Chairman, AKQA and President, WPP Ventures, AKQA, Global – **Jury President**

**Ami Dror**, Technologist and Entrepreneur, Dror 3, Israel

**Brian Wong**, Founder and CEO, KIIP, Canada

**David Blumberg**, Managing Partner, Blumberg Capital, USA

**Genevieve Bell**, Intel Fellow, Director User Experience Research, Intel, USA

**Kate Burns**, MD, UK/Europe, Shift, UK

**Koichi Yamamoto**, Senior Planning Director, Dentsu, Japan

**Oliver Palmer**, Head of Innovation, Tigerspike, Asia Pacific

**Sune Kaae**, Senior Technical Director, R/GA, Sweden

**Vic Lee**, Founding Director, Virtus Inspire, Hong Kong

### **Mobile Lions Jury**

**Jaime Robinson**, Executive Creative Director, Pereira & O'Dell, USA – **Jury President**

**Alasdair Scott**, Partner, C3, UK

**Angela Steele**, Chief Executive Officer, Ansible | An IPG Mediabrands Company, Global

**Daniel Bonner**, Global Chief Creative Officer, Razorfish, UK/Global

**Jay Morgan**, Digital Creative Director & Head of Innovation, Havas Worldwide, Australia

**Jens-Petter Aarhus**, Creative Director, Anorak, Norway

**Kerstin Trikalitis**, Co-Founder & Chief Executive Officer, Out There Media, Austria

**Krisztián Tóth**, CEO & Chief Creative Officer, Carnation PLC, Hungary

**Luiz Sanches**, Chief Creative Officer and Partner, AlmapBBDO, Brazil

**Mark Tomlinson**, Executive Creative Director, Hellocomputer, South Africa

**Martin Chapman**, Creative Director, Head of Design & UX, Magnetix, Denmark

**Qanta Shimizu**, Chief Technology Officer / Founder, Party, Japan

**Stephanie Sarofian**, Executive Director, Agency and Brand Partnerships, NA, Inmobi,  
USA

**Syngwook Park**, Executive Creative Director, Hancomm, South Korea

**Vineet Gupta**, Managing Director, 22Feet Tribal Worldwide, India

### **PR Lions Jury**

**Renee Wilson**, President, North America, MSLGroup, USA – **Jury President**

**Andres Rodriguez**, Partner, Babel, Colombia

**Angela Spain**, General Manager, PR & Activation, FCB, New Zealand

**Ann Maes**, Managing Director, Ogilvy / Ogilvy PR, Belgium

**Arnaud Pochebonne**, Executive Vice President EMEA, Managing Director France, Weber  
Shandwick, France

**Catarina Amorim**, Executive Director, M Public Relations, Portugal

**Caterina Tonini**, Councillor and Board Member, Havas PR Milan, Italy

**Claire Bridges**, Founder, Now Go Create, UK

**Claire Salvetti**, Managing Director, Mango Sydney, Australia

**Désirée Maud**, PR Strategist, Forsman & Bodenfors, Sweden

**Elise Mitchell**, Chief Executive Officer, Mitchell Communications Group, USA

**Francisco López Domínguez**, Managing Director, Burson Marsteller, Spain

**Julia Kozak**, SVP and Partner, Managing Director, FleishmanHillard, Poland

**Matías Alurralde**, President, Alurralde, Jasper + Asoc., Argentina

**Mauro Silva**, Executive Creative Director, Livead, Brazil

**Petra Sammer**, Partner & Chief Creative Officer, Ketchum, Germany

**Preben Carlsen**, Managing Partner, Trigger AS, Norway

**Radhika Shapoorjee**, President South Asia Corporate, Ipan Hill & Knowlton Strategies,  
India

**Ruth Sheerit**, Chairman, SMG Sheerit Media Group, Israel

**Ruth Warder**, Managing Director, Brand, Edelman, UK

**Tomoki Harada**, Creative Director, TBWA\Hakuhodo, Japan