

2008 Effie Awards Judges: Final Round

FINAL ROUND JUDGES

Alda Abbracciamento
Mngng. Part.
Soho Square

Pat Adams
Mngng. Dir.
Secret Weapon Marketing

Paul Alexander
VP-Global Advt.
The Campbell Soup Co.

M'lou Arnett
Sr.-VP Mktg.
Mucinex/Adams
Respiratory Therapeutics

Roger Baldacci
Exec. VP-Creative Dir.
Arnold Worldwide

Christian Barnett
Exec. Dir.-Strategic
Planning
Brand Buzz

Stan Becker
Ad Man Extraordinaire

Jackie Bird
Pres.-CEO
Winglatino

Lincoln Bjorkman
Exec. VP-Creative Dir.
Digitas New York

Jeffrey Blish
Part.-Chief Strategic Officer
Deutsch LA

Eric Block
Principal-Mngng. Part.
Duffy & Partners

Dale Bornstein
Part.
Ketchum

Michelle Bottomley
COO
Ogilvy & Mather

John Bowman
Exec. VP-Strategic
Planning
Saatchi & Saatchi

Brad Brinegar
Pres.-CEO
McKinney

Deanna Brown
Pres.
Scripps Networks
Interactive

Courtney Buechert
Pres.
Eleven Inc.

John Butler
Exec. Creative Dir.
Butler, Shine, Stern &
Partners

Keith Butters
Part.-Creative Dir.
The Barbarian Group

Blake Callaway
VP-Brand Mktg.
NBC Universal/Sci Fi
Channel

Scott Campbell
Genl. Mgr.-Integrated Mktg.
Comm.
Colgate-Palmolive

Steve Carli
Mngng. Part.-Planner
Zig

Nigel Carr
Sr.Part.-Group Planning
Dir.
Ogilvy & Mather

Jeffrey Chapman
Global Dir.-Brand Comm.
Schick Wilkinson Sword

Sean Clarkin
Exec. VP-Dir., Strategy
Partnership for a Drug-Free
America

Scott Colwell
VP-Mktg.
Baskin-Robbins

Sam Craig
Catherine and Peter Kellner
Professor
New York University, Stern
School of Business

Kendall Crolius
VP-Genl. Mgr.
Forbes Conference Group

Laurence Croneen
Exec. VP-Mngng. Dir.
Jack Morton Worldwide

Joseph Crump
Exec. Creative Dir.
Avenue A | Razorfish

Dean Crutchfield
Sr. VP Mktg.
Wolff Olins

Todd Cunningham
Sr. VP-Consumer
Technology, Rsch. & Brand
Planning
MTV Networks

Michael Davis
Sr. VP-Bdcst. Production &
Emerging Content
Draft FCB

Andrew Delbridge
Part.-Chief Strategy Officer
McKinney

Peter DeNunzio
Pres.
Draftfcb New York

Val DiFebo
Pres.
Deutsch Inc.

Kevin DiLorenzo
Pres.
Olson

Ross Dobson
Mngng. Part.-Digital Direct
& Analytics
Mullen-Weham

Rick Dow
Sr. VP-CMO
Midas

Sharon Driscoll
VP-WW Advt. & Interactive
IBM Corp.

Gill Duff
CEO
Publicis New York

Ron Elgin
CEO
DDB-Seattle

Jim Elms
Exec. VP-Dir., Context
Planning
Grey

Jim Ensign
VP-Mktg. Comm.
Papa John's International

Sam Ewen
CEO
Interference Inc

Tina Exarhos
Exec. VP-Mktg.
MTV

Diane Fannon
Principal-Brand Mgmt.
The Richards Group

Sarah Fay
CEO
Carat

Rob Feakins
Pres.-CCO
Publicis

Ronald Fierman
Pres.-CEO
Digital Pulp,

Judy Franks
Exec. VP-Dir., Brand
Behavior
Energy BBDO

Beau Fraser
Mngng. Dir.
The Gate Worldwide

Matt Freeman
CEO-North America
Tribal DDB Worldwide

Christine Fruechte
Pres.
Colle+McVoy

Chris Gannett
VP-Strategic Mktg. & Bus.
Devel.
Sony BMG

Murray Gaylord
VP-Mktg. & Consumer
Insights
New York Times

John Gerzema
Chief Strategy Officer
Y&R

Jeff Glueck
CMO
Travelocity

Jill Goldring
Exec. Dir.-Mktg.
The Wall Street Journal

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Taylor Gray WW Assoc. Publisher- Mktg. Dir. Time Inc.	Beth Ann Kaminkow Pres.-Chief Talent Officer TracyLocke	Jeffrey McClelland CEO Cliff Freeman+Partners	John Nitti Dir.-US Media & Sponsorships American Express
Alain Groenendaal Genl. Mgr. La comunidad	Rick Kendall VP-Rsch. MedMeme LLC	Jim McDowell Mngng. Dir. Mini USA	Juan Carlos Ortiz Pres.-Latin America & Hispanic Market DDB Latin America
Steve Hardwick Pres. Grey New York	Michele Kessler VP-Mktg. - Snack Foods Mars Snackfoods USA	Steve McKee Pres. McKee Wallwork Cleveland	John Osborn Pres.-CEO BBDO
John Harrobin Sr. VP-Mktg. & Digital Media Verizon Wireless	Marta LaRock Exec. VP-Dir., Idea Planning TracyLocke	Oswald Mendez Mngng. Part.-Dir. Integrated Comm. The Vidal Partnership	Mary Ann Packo CEO Millward Brown
Erik Hauser Founder-Exec. Creative Dir. Swivel Media	Simon Law Head-Planning TBWA/London	Ari Merkin Co-Founder-Part. & Exec. Creative Dir. Toy New York	Tonise Paul Pres.-CEO Energy BBDO
Karl Heiselman CEO-USA Wolff Olins	Chris Lenge VP-Sales & Strategy AETN	Luis Messianu Pres.-CCO Alma DDB	Nancy Roath VP-Integrated Mktg. IBM
Erica Herman Planning Dir. Lowe Worldwide	Kathy Leonard Pres.-Advantage Retail TracyLocke Dallas	Anthony Michelini Dir.-Consumer Insights Citigroup	Kenneth Romanzi Sr. VP-CCO, Domestic Ocean Spray Cranberries,
Hector Hermosilla Exec. Pres. CONEP Latin America	Bryon Lewis Chrmn.-CEO Uniwold	Bruce Miller CEO Dailey & Associates	Marshall Ross CCO Cramer-Krasselt
Eric Hirshberg Pres.-CCO Deutsch LA	Simon Little Dir.-Bus. Devel. & Part. Berlin Cameron	Debbie Millman Pres.-Strategy NY Sterling Brands	Rick Roth CEO Ogilvy Action
Michael Houston Exec. VP-CMO Grey New York	Antonio Lopez Exec. Creative Dir. Conill	Pranesh Misra Pres.-COO Lowe Lintas India	Dennis Ryan CCO Element 79
Patricia Howe Dir.-Strategy & Insights Colangelo	Barry Lowenthal Mngng. Part.-Pres. KBP/The Media Kitchen	Bob Molineaux Founder-Pres. Venables, Bell & Partners	Margery Schelling Pres.-Genl. Mgr. Stacy's Pita Chip Co.
Carole Irgang Sr. VP- Integrated Mktg. Comm. Kraft Foods	Dominic Lyle Dir. Genl. EACA	Simon Moody Group Sr. VP-Mngng. Dir. Millward Brown	Grant Schneider CMO Time Inc
Eric Johnson Pres. Ignited Minds	Lee Maicon Dir.-Strategic Planning DeVries	Nick Moore Exec. VP-Chief Creative Dir. Wunderman	Michelle Schwartz Sr. Mktg. Mgr. Calvin Klein Underwear
Tom Jump Exec. VP-Mngng. Part. Mullen Advertising	Lance Mald CCO Time Inc.	Bob Moore CCO Publicis USA	Brent Shakeshaft VP-U.S. Hair Care TRESemme/Alberto-Culver Co.
	Tina Manikas Exec. VP-Global Retail & Promo. Officer Draftfcb	Mary Moudry Pres.-CEO DDB Worldwide	Alon Shoval Exec. VP-Exec. Creative Dir. Hill Holliday
	Anthony Massa CCO TPN		

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Laura Shuler
Pres.-Chief Strategy Officer
Jack Morton Worldwide

Ernie Simon
Pres.-Strategic Planning
MindShare North America

Steve Simpson
Part.-Creative Dir.
Goodby, Silverstein &
Partners

Scott Sorokin
Pres.
Carat

Jim Spaeth
Founding Part.
Sequent Partners

Stephen Squire
Crest Global Franchise Dir.
Procter & Gamble

John Staffen
CCO
Arnold Worldwide

Tim Stock
Part.
ScenarioDNA

Rich Stoddart
Co-Pres.
Leo Burnett North America

Claudia Strauss
Mngng. Part.-Pres.
KBP/Lime Public
Relations+Promotions

Barbara Sullivan
CEO
Sullivan

Bubba Terry
Chief Engagement Officer
Colangelo

Page Thompson
CEO
OMD

Marie Tupot
Part.
ScenarioDNA

Tony Tyree
VP-Mktg.
Kraft Foods

Johnny Vulkan
Part.
Anomaly

Chris Weil
Chrmn.-CEO
Momentum Worldwide
Bruce Winterton
Pres.
The Barbarbian Group

Antony Young
Pres.-Optimedia
International
Optimedia/US

Joanne Zaiac
Pres.
Digitas