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**100
PEOPLE
WHO MAKE
ADVERTISING
GREAT:**

PART 1 OF 4

IMPACTING ADVERTISING TODAY AND CHANGING THE WAY WE SEE THE INDUSTRY TOMORROW

To celebrate its centennial, the 4A's has named 100 People Who Make Advertising Great, recognizing a diverse and distinguished group that represents the best of the industry, across all levels and disciplines. The group will be fêted at the 4A's 100th Anniversary Gala, a benefit for the 4A's Foundation, on September 27 in NYC.

Over the next four issues, we'll be revealing the list: Exceptional professionals, industry leaders and rising stars who are leaving their mark—from creating great work and driving great culture to inspiring greatness in others. Open to all employees of U.S.-based agencies and industry associations, hundreds were nominated by their peers, associates and colleagues. The final list was selected by an esteemed panel of 13 industry players who also represent diversity of experience. View the full list at aaaa.org/100th.

The next edition will run on August 7.

WELCOME THE FIRST 25:



RICHARD WARD
CHAIRMAN & CEO
22SQUARED

At the helm of one of the biggest independent agencies in the U.S., Ward has led Atlanta-based 22squared through a period of sustained growth, melding the tailored service of an independent with the scale to handle national brands (like Dunkin' Donuts, SunTrust Bank, Publix, Home Depot).



SARAH HOFSTETTER
CEO
360I

Kickboxer. Pez Collector. Admired digital agency leader. Hofstetter has grown 360i into a fully integrated agency on the back of its playful and effective social programs (Oreo's Dunk in the Dark). She's also given back through an innovative program helping nonprofits become better marketers.



JASON NORCROSS
PARTNER, EXECUTIVE
CREATIVE DIRECTOR
72ANDSUNNY

Shortly after moving to LA from Boston over a decade ago, Norcross chose to join up with a spunky startup instead of an established agency. The result: An award-winning creative powerhouse redefining brands like adidas, LG, Coors Light and Carl's Jr.



ANDREW GRAFF
CEO
ALLEN & GERRITSON

Graff is a self-described challenger of the status quo, diving in head first to adopt new technologies that meet client challenges. The Boston-based agency adds an eclectic talent pool into the mix, coming up with cool, inventive campaigns for the likes of the Boston Celtics, Campbell and Sunoco.



KAVON JOHNSON
ART DIRECTOR
ANOMALY

Call him an industry up-and-overcomer. Johnson's not just a talented art director, but a gifted visionary and collaborator whose relentless curiosity fuels an entrepreneurial spirit. It is evident in his client work, as well as his own pursuits like The Distance Co. and Good Taste Company.



MADONNA BADGER
FOUNDER, CCO
BADGER & WINTERS

Through the highly successful #WomenNotObjects campaign, the Badger & Winters creative chief has become a leading advocate in the fight against objectifying women in ads. The program shows the real, lasting impact of the "sex sells" cliché and why respect and dignity are a far more effective strategy.



GERRY GRAF
FOUNDER
BARTON F. GRAF

A creative juggernaut, Graf's near-eponymous agency (it's named for his dad) is widely recognized for a slightly off-kilter sensibility that's turned it into one of the fastest growing independents in the U.S. It's no wonder BI once called him the most creative man in advertising.



BENNETT D. BENNETT
COPYWRITER
BBDO

On the clock, Bennett is a NYC-based copywriter. Off it, he's a whirlwind of action on issues like industry diversity. He's been part of the 4A's Multicultural Advertising Intern Program (MAIP), was named an ADCOLOR Future, served as an AAF Mosaic councilman and has been a 3% Conference team member.



CHRISTOPHER VEGA
CREATIVE RESIDENT
COPYWRITER
BBDO

Vega founded The Concepting Class, a way to mentor and train diverse creatives to enter the workforce with a strong portfolio. The program has had an impressive track record—just about every student that participated has landed a job or carved out their own freelance paths.



ANDREW ROBERTSON
PRESIDENT & CEO
BBDO WORLDWIDE

Robertson has run an agency network that has been ranked as the most creative for 11 years running, and last year he oversaw the successful bid for AT&T's consolidated business using a new agency model. At the same time, he's been a champion of workplace issues like gender equality.



DAVID LUBARS
CCO, BBDO WORLDWIDE
CHAIRMAN
BBDO NORTH AMERICA

Named as one of the great creative directors of all time, Lubars has personally won over 100 Cannes Lions and 100 One Show Pencils. It's not just his body of work, but since joining BBDO in 2004, he's helped transform a once TV-centric agency into one of the most awarded networks.



SARAH WATSON
CHAIRMAN, BBH NY
GLOBAL CHIEF STRATEGY
OFFICER
BBH

Over her 14-year career at BBH, Watson has risen to become one of the most senior women in advertising. She's passionate about creating a more inclusive industry, as the inaugural Ambassador of Cannes' See It Be It gender inclusion initiative and founder of the Beautiful Minds planning boot camp.



MICHAEL LEBOWITZ
FOUNDER & CEO
BIG SPACESHIP

Lebowitz started his Brooklyn agency in a spare bedroom back in 2000, and Big Spaceship has been the subject of not one, but two Harvard Business School case studies. It is seen as a model for creative digital work and it just became Jet Blue's digital design partner.



ED COTTON
CHIEF STRATEGY OFFICER
BUTLER, SHINE, STERN &
PARTNERS

As the strategy chief for the Sausalito-based independent—as well as chairman of the 4A's Strategy Committee—Cotton keeps close tabs on the trends and challenges facing brands in this era of transformation. His insights fuel the balanced left-brain/right-brain approach that creates category-defining work.



JUSTIN ADU
ASSOCIATE CREATIVE
DIRECTOR OF DIGITAL AND
SOCIAL MEDIA
CAROL H. WILLIAMS

Adu's been recognized for his stellar and creative agency work. Beyond that, he's a mentor through The Marcus Graham Project, director of social for ADCOLOR, and active in more groups than you can name. African Amedia, his in-your-face art exhibit, addresses negative portrayals of African Americans in the media.



MARIANNE BELLORIN
STRATEGIST
CO:COLLECTIVE

Marianne has been on the MAIPers to Watch Shortlist, received an ANA Multicultural Excellence Award, and was named an ADCOLOR Future. She joined The Pub at Co:Collective last year. Her work for the ACLU, helping it reassert its mission, its identity and how to engage its community, won a Webby Award.



ROSEMARIE RYAN
CO-CEO & CO-FOUNDER
CO:COLLECTIVE

A renowned leader, brand builder and rabble-rouser, Ryan and her creative partner Ty Montague founded Co:Collective back in 2010 as a collective of three different companies: Co, The Pub and Doable. It has been engaged by Google, The Coca-Cola Company, Wells Fargo and many others.



CHRISTINE FRUECHTE
CEO
COLLE+MCVOY

Fruechte has spearheaded C+M's growth and transformation, working with brands like 3M, Hershey, Land O'Lakes, Target and others. She's been relentless in mentoring, promoting and championing women in the industry, and the agency's leadership team is now nearly 50 percent female.



DAVID ANGELO
FOUNDER & CHAIRMAN
DAVID&GOLIATH

Angelo has challenged the industry's norms for three decades, so it's no coincidence his agency fosters what it calls a culture of bravery, with memorable work for Kia, Jack in the Box, USA Today and others. His "Today, I'm Brave" non-profit celebrates people performing brave acts every day and everywhere.



WENDY CLARK
CEO
DDB NORTH AMERICA

The former Coca-Cola marketer left the brand side to reignite DDB with new confidence that has resulted in numerous wins including McDonald's. She's shared her progressive views on the circuit, and implemented them at DDB through Talent Has No Gender, Pride in Talent and more.

Great partners
inspire confidence.

SunTrust congratulates Richard Ward, President and CEO of 22squared, on being selected one of the 4A's "100 People Who Make Advertising Great."

Thank you for being by our side on our journey to inspire financial confidence in America.



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HEY, ALL YOU GUYS AT BBDO: THANKS FOR MAKING ADVERTISING GREAT!
2017 4A'S '100 PEOPLE WHO MAKE ADVERTISING GREAT' AWARD



ANDREW ROBERTSON



DAVID LUBARS



BENNETT D. BENNETT



CHRISTOPHER VEGA





KEITH REINHARD
CHAIRMAN EMERITUS
DDB WORLDWIDE

Reinhard would be a legend just for penning State Farm's "Like a Good Neighbor" and McDonald's "You Deserve a Break Today." His leadership built the DDB network into a modern creative powerhouse and his c-suite acumen helped create the three-way merger that led to Omnicom.



ARI WEISS
CCO
DDB WORLDWIDE
DDB NORTH AMERICA

The former BBH NY CCO, Weiss became the first CCO for North America at DDB earlier this year. He's made his mark in that short time, especially with We Are Unlimited, the new agency built to service McDonald's, with the Unbranded campaign featuring Mindy Kaling.



IAN SCHAFFER
FOUNDER & CEO
DEEP FOCUS

Under Schafer's leadership, Deep Focus continues to place bets on appealing to increasingly ad-avoidant consumers, with launches related to influencer content, branded content and CSR. In his latest pivot, he's become the first chief experience officer of parent network Engine US.



WINSTON BINCH
CHIEF DIGITAL OFFICER
DEUTSCH NORTH AMERICA

Since joining in 2011, Binch has revolutionized Deutsch's approach to tech. The result: Some of the most memorable and imaginative digital campaigns like Taco Bell's Tacobot and Taco Emoji Engine, Krylon's Pinterest Yard Sale, Target Share the Force and VW Golf Rrrr.



CHRIS VILLANUEVA
COPYWRITER
DIGITASLBI

Having worked on campaigns for American Express, Whole Foods, H&M and others over his emerging career, Villanueva is now giving back to the next generation of advertising. He's a MAIP mentor (and one-time mentee), a frequent speaker and now a copywriting teacher at City College, his alma mater.

CONGRATULATIONS DAVID ANGELO

OF DAVID & GOLIATH

ON BEING NAMED ONE OF 4A'S
"100 PEOPLE WHO MAKE ADVERTISING GREAT"

*To the man who makes advertising
as good as I make burgers, congrats.*

-Jack

