

# Two great individuals, one great achievement.

Recognizing two of 4A's "100 People Who Make Advertising Great."

Congratulations to Kathleen Brookbanks, COO, Hearts & Science and Elayna Tekle, Brand Director, Hearts & Science for raising the standards of our industry and paving the way for an even brighter future.



Hearts & Science

[hearts-science.com](http://hearts-science.com)

[4's]<sup>100</sup>

**100  
PEOPLE  
WHO MAKE  
ADVERTISING  
GREAT!**

PART 2 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.

This is the second of four issues where we're 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](http://aaaa.org/100th).

The next edition will run on August 21.



**LISA WEINSTEIN**  
CEO  
ENGINE MEDIA GROUP

In just over a year, Weinstein has built Engine Media into an agency for the digital age, implementing tech-enabled, data-driven, modern media services that have the potential to redefine what's offered in the future. With clients like Slimfast, Getty Images and NFL on Location, the agency now has more than 100 employees with offices in Chicago, New York and London.



**JESSICA MCGLORY**  
DIRECTOR, PAID SOCIAL, ENGINE MEDIA GROUP  
FOUNDER, FORECASTR

While most of us were cramming for exams in college, McGlory launched Forecastr, a business that merged TV and social fandoms. Later, as an intern at Comedy Central, she tested her theory about the correlation between audience size and social media engagement, predicting Season 2 renewals with 98 percent accuracy. Today she continues as Forecastr's CEO while leading paid social for Engine Media, and also champions the cause of Data for Social Justice.



**BRYAN KENNEDY**  
CEO, EPSILON/CONVERSANT

While Kennedy considers himself a "secretly frustrated creative" with drawing and doodling among his hidden talents, there's no denying his impact on data and technology. In his seven-plus years at the helm of the Dallas/Fort Worth-based agency, he has transformed it into an industry innovator in the convergence of advertising, data, digital and technology. And then there's his expansion expertise. Kennedy has not only grown Epsilon from 22 global offices to 70, but has also increased its revenues by over 300 percent.



**CHRISTIAN JUHL**  
GLOBAL CEO, ESSENCE

After Juhl took the helm of Essence, it became the subject of a bidding war, getting sold to WPP in a deal that took two years to close. Essence has not only grown its foundational Google digital business, but is now seen as the data-driven growth engine for GroupM and WPP with clients like Target. His favorite ads recall simpler times. "Coke ads always have a place in my heart," he says. "As a boy, my dad and I would work in the shop and share a Coke. Those are great memories for me and I've always connected with that brand."



**CARTER MURRAY**  
WORLDWIDE CEO  
FCB

After becoming one of the youngest global agency CEOs when he took FCB's helm in 2013, Murray continues to soar to new heights as the agency has landed major accounts such as Clorox global and Allergan. At the same time, he's stirred up FCB's creative juices enough to score 74 Cannes Lions in the last two years. A champion of diversity and gender equality, Murray toes that line by running an agency where 60 percent of FCB's Chicago executive leadership team is women.



**COLLEEN LEDDY**  
HEAD OF COMMUNICATIONS STRATEGY  
DROGA5

Leddy brings enormous creativity and intuition to media planning, lending progressive thinking to many of the agency's award-winning campaigns for Newcastle ("Band of Brands"), Google Chrome ("Dear Sophie") and Under Armour ("Game Changer"). Her knack for integrated thinking by way of media has maximized the impact of Droga5's most renowned work.



**LEO WONG**  
ACCOUNT MANAGER  
DROGA5

By day, Wong does account management for clients such as Google Pixel, Scion and Timex. By night, he's unflappable in his quest to make the ad industry more diverse and inclusive. An alum of 4A's Multicultural Advertising Intern Program (MAIP), ADCOLOR Futures and AAF's Most Promising Multicultural Students Program, he also created Droga5's Take Our City to Work Day, a day of immersion for multicultural high school students. "When we don't intentionally include, we unintentionally exclude," he says.



**RICHARD EDELMAN**  
PRESIDENT AND CEO  
EDELMAN

The industry scion has built his family-owned agency into the biggest PR firm in the world by continuing to be forward thinking (such as its early embrace of digital marketing). The Edelman Trust Barometer, an annual take on trust and credibility launched in 2001, has made him one of the industry's leading experts on the topic, and Edelman has also been a regular panelist and speaker at the World Economic Forum in Davos for more than a decade. He's also an avid scholar of American History with a focus on Civil War battlefields.

## AT HORIZON, LEADERSHIP STARTS AT THE TOP AND JUST KEEPS ON GOING.

Bill, Anita, congratulations on being recognized by the 4A's as two of the 100 People Who Make Advertising Great. From a very proud agency indeed.



**BILL KOENIGSBERG**  
President, CEO and Founder

**ANITA WALSH**  
Director, Social Strategy  
& Marketplace Buying



**SUSAN CREDLE**  
GLOBAL CCO, FCB

Having created iconic campaigns like Allstate's "Mayhem" and the M&Ms characters, Credle brought her breakthrough creative processes to FCB in 2016. She's been tirelessly helping women break the gender ceiling with FCB's "Here Are The Women" mentoring and talent cultivation program. What's the favorite campaign of the legendary creative? "When I saw the Diet Pepsi ad featuring Ray Charles I realized that a 30-second ad could turn into something bigger. How do we say that Diet Pepsi tastes as good as Pepsi? With a blind taste test, of course."



**VITA HARRIS**  
CHIEF STRATEGY OFFICER, FCB

Driving FCB's strategy, planning and research, Harris is also legendary in her commitment to mentoring budding account planners from all walks of life—whether through agency initiatives, industry groups or as a visiting teacher at Howard University. At FCB, she's also blazed a trail with the Behavior Path Marketing methodology that mines consumer insights to create fresh, relevant and strategic marketing communications programs.



**MICHAEL HOUSTON**  
WORLDWIDE  
CEO  
GREY GROUP

To get his first industry internship, Houston wrote to Jay Chiat and impressed him with a proposal that every aspect of advertising should be infused with creativity. He's kept that ethos going since joining Grey in 2007 and was just named worldwide CEO. Under his leadership, the agency won more than \$2 billion in business in 5 years and increased its client roster by 50 percent. A champion of diversity, he told The New York Times several years back: "In our industry, 'diversity' ought to mean diversity of thought, background, age, approaches, sexual orientation, points of view."

**THE NEXT BIG THING:** "Technology is not just changing media behaviors; it is expanding lifetimes, reinventing connections and changing perceptions. AI and data-fueled creativity are the most immediate, visible signs, but the next truly big thing will be the redefinition of the human experience."

**AN AD THAT INSPIRES:** "In middle school, I saw Maxell's 'Blown Away Man' and knew I wanted to do something creative—something that influenced and was influenced by pop culture. I was drawn to the art of persuasion. I was probably the only 8th grader with an Adweek subscription."



**DAN LACIVITA**  
CEO, FIRSTBORN

LaCivita has been practicing sleight of hand since he was a tot, but that's nothing compared to his magical rise from flash developer at Firstborn to its CEO 12 years later. The New York-based strategic design and technology company now works with brands like L'Oréal, PepsiCo, Patron and S&P Global to embrace emerging technology and experiential.



**RICH SILVERSTEIN**  
CO-CHAIRMAN AND PARTNER, GOODBY SILVERSTEIN & PARTNERS

An inductee in the Art Directors and One Club Creative Halls of Fame, as well as a recipient of Adweek's Executive of the Decade award, Silverstein has served as art director at Rolling Stone, Bozell & Jacobs, McCann Erickson, Foote, Cone & Belding and Ogilvy & Mather, where he met current partner in crime Jeff Goodby. With such an inveterate agency pedigree, Silverstein keeps it fresh by maintaining an indie spirit. "Let's stop making work for award shows," he says. "They're getting rich off our insecurities."



**JEFF GOODBY**  
CO-CHAIRMAN AND PARTNER, GOODBY, SILVERSTEIN & PARTNERS

Knowing that he wrote for the Harvard Lampoon as an undergrad helps explain why Goodby's most celebrated creative is often trailblazing and irreverent. To that end, his "Got Milk" campaign, which he first scribbled on a napkin, and his Budweiser Lizards are in permanent rotation at the Museum of Modern Art. Following the beat of his own drum has also helped Goodby, along with partner Rich Silverstein, win multiple Agency of the Year awards and be inducted into the Advertising Hall of Fame.

## THE 100 SO FAR

Featured in the July 24 issue of Adweek.

**RICHARD WARD**  
CHAIRMAN & CEO  
22SQUARED

**SARAH HOFSTETTER**  
CEO  
360I

**JASON NORCROSS**  
PARTNER,  
EXECUTIVE  
CREATIVE DIRECTOR  
72ANDSUNNY

**ANDREW GRAFF**  
CEO  
ALLEN & GERRITSEN

**KAVON JOHNSON**  
ART DIRECTOR  
ANOMALY

**MADONNA BADGER**  
FOUNDER, CCO  
BADGER & WINTERS

**GERRY GRAF**  
FOUNDER  
BARTON F. GRAF

**BENNETT D. BENNETT**  
COPYWRITER  
BBDO

**CHRISTOPHER VEGA**  
CREATIVE RESIDENT  
COPYWRITER  
BBDO

**ANDREW ROBERTSON**  
PRESIDENT & CEO  
BBDO WORLDWIDE

**DAVID LUBARS**  
CCO, BBDO  
WORLDWIDE  
CHAIRMAN  
BBDO NORTH  
AMERICA

**SARAH WATSON**  
CHAIRMAN, BBH NY  
GLOBAL CHIEF  
STRATEGY OFFICER  
BBH

**MICHAEL LEBOWITZ**  
FOUNDER & CEO  
BIG SPACESHIP

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

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

**MARIANNE BELLORIN**  
STRATEGIST  
CO:COLLECTIVE

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

**CHRISTINE FRUECHTE**  
CEO  
COLLE+MCVOY

**DAVID ANGELO**  
FOUNDER &  
CHAIRMAN  
DAVID&GOLIATH

**WENDY CLARK**  
CEO  
DDB NORTH  
AMERICA

**KEITH REINHARD**  
CHAIRMAN  
EMERITUS  
DDB WORLDWIDE

**ARI WEISS**  
CCO  
DDB WORLDWIDE  
DDB NORTH  
AMERICA

**IAN SCHAFER**  
FOUNDER & CEO  
DEEP FOCUS

**WINSTON BINCH**  
CHIEF DIGITAL  
OFFICER  
DEUTSCH NORTH  
AMERICA

**CHRIS VILLANUEVA**  
COPYWRITER  
DIGITASLBI

FROM ALL OF US AT  
EPSILON AND CONVERSANT

**Congratulations, Bryan Kennedy**  
One of the 4A's "100 People Who Make Advertising Great"



Marketing innovator, dedicated leader and sometimes guitar hero, Bryan Kennedy, CEO of Epsilon/Conversant, has played a central role in realizing our vision for a new breed of marketing company. We always knew you were a rock star.

EPSILON®

epsilon.com

CONVERSANT®

conversantmedia.com



**IRWIN GOTLIEB**  
GLOBAL CHAIRMAN  
GROUPM

Who would have thought that media, which was once just a department in full-service agencies, would become so complex? Gotlieb did. And by constantly evolving his agency's practices and improving the ever-changing landscape (he taught himself to write code and invented the first media buying optimizer), Gotlieb's GroupM is now the world's largest global media investment company and responsible for over \$100 billion of client spending worldwide.



**JOHN MONTGOMERY**  
EVP, BRAND SAFETY  
GROUPM GLOBAL

With trust, transparency and brand safety issues like ad blocking, fraud, piracy and viewability capturing industry headlines, it is worth noting that GroupM has been the only media agency group with a senior executive tasked with taking on the integrity of digital advertising. Since assuming the role in 2016, media industry vet Montgomery has worked tirelessly with the organization's digital and media experts to implement the right measurements and methodologies for safety and viewability.

**WHAT HE LOVES ABOUT THE BUSINESS:** "Great advertising. The best ads have sparked cultural

revolutions. Also, name another industry where you can market heavy machinery in the morning and potato chips in the afternoon and where you work with young, smart and fun people and get paid to do it."

**THE NEXT BIG THING:** "Communication that adds value to consumers' lives and builds relationships. We spend too much time talking about cost and efficiency and not nearly enough time on quality. I can't help thinking that if we spent as much time thinking about how to make better, smarter work as we do on how to reduce CPMs, the CPM problem would go away."



**ESTHER FABIAN**  
SENIOR ACCOUNT EXECUTIVE  
HART ASSOCIATES

Renowned for her drive, passion, unwavering positivity, charisma and stellar leadership abilities, it's no surprise Fabian's agency nickname is Wonder Woman. A two-time breast cancer survivor, she has led her team at Toledo, Ohio-based Hart to multiple regional Telly/Addy award wins, as well as a National Silver Addy in 2016.

**WHAT SHE LOVES ABOUT THE BUSINESS:** "The push and pull—pushing the client to go outside the norm, pulling something great from a creative team. Pushing to find that audience insight so we know exactly which problem they want solved and pulling the audience through the decision journey."

**AN AD THAT INSPIRES:** "The first time I saw the Google Chrome 'It Gets Better' campaign in 2011, I started crying before the end. I couldn't wait to go to work the next day and talk about it. It was so real. So raw. And it so concisely and tastefully demonstrated how and why social media was becoming so important in advertising, communicating and building relationships."



**ROB NORMAN**  
CHIEF DIGITAL OFFICER  
GROUPM WORLDWIDE  
CHAIRMAN, GROUPM  
NORTH AMERICA

A buff for French colonial history in Indochina. A fan of 18th century English cookery books. Admired and influential leader in international media and marketing. Norman also happens to oversee the world's largest buyer of online advertising, helping develop GroupM's celebrated digital capabilities and working with partners to improve advertising integrity. His annual Interaction report is a must-read overview of the state of digital marketing.



**CANDACE QUEEN**  
FOUNDER, HANSBERRY GROUP  
FOUNDER, BLACKS IN  
ADVERTISING  
CREATOR IN CHIEF, MEROË & CO.

She may have mad skills as an art director, but Chicago-based Queen is also a tornado of activism on issues like diversity and giving back. She founded Hansberry Group to provide affordable branding, strategy, design services and marketing tools to emerging black-owned businesses. Blacks in Advertising helps amplify and empower black professionals in advertising and media. Plus there's her cause work for MAIP, ADCOLOR, Coalesce Chicago, She Runs It and the Austin Urban League.



**ELAYNA TEKLE**  
BRAND DIRECTOR  
HEARTS & SCIENCE

Forget thinking out of the box; Tekle doesn't seem to know there is a box. From contributing to major campaigns for UPS and Oreo, to joining Hearts & Science in its hectic inaugural year, to building a cross-functional team that onboarded major brands like Pepto Bismol and Prilosec, to regularly running half marathons, Tekle demonstrates an unflinching drive, discipline and desire to do things differently.



**ANITA WALSH**  
DIRECTOR, SOCIAL STRATEGY  
& MARKETPLACE BUYING  
HORIZON MEDIA

Awarded the agency's Wizard of Oz award for going above and beyond to move mountains for clients and colleagues, Walsh also demonstrates wizardry through her uncanny ability to foresee and fix problems before they actually arise. She built the Social Marketplace practice as a whole new department at Horizon to deliver social buying services. She's turned it into a powerhouse group with an impact across the agency.



**BILL KOENIGSBERG**  
PRESIDENT, FOUNDER, CEO  
HORIZON MEDIA

A renowned leader and maverick, Koenigsberg has been winning his crusade against global competitors for 28 years. Horizon, which he built from scratch in 1989, is now a \$7 billion media business. And that growth has come by focusing on culture—constantly striving to make Horizon a great place to work for his employees. As chair of the 4A's, Koenigsberg has been a leader through a turbulent period of client/agency relations.



**KATHLEEN BROOKBANKS**  
COO  
HEARTS & SCIENCE

Brookbanks started her career when media planning was written long-hand on green sheets, but she's co-architected one of the industry's most data-driven and tech-centric media shops. Clearly, you don't have to be a millennial to be a paradigm-buster. And with her leading the charge, the New York-based Omnicom shop landed both P&G and AT&T in its inaugural year.

**WHAT SHE LOVES ABOUT THE BUSINESS:** "The variety of categories and company cultures you are exposed to over time. Everyone will say it, but the people make our business. They are interesting and curious, plus some of the characters you encounter are hilarious."

**HER HIDDEN TALENT:** "While most wouldn't consider me a creative by trade, I'm passionate about home decorating. I also just finished writing and publishing my first book and it may very well be my second career."



**DONNA MURPHY**  
CEO, HAVAS HEALTH & YOU

Earlier this year, Murphy was put in charge of Havas Health & You, a new entity that merged Havas Health and all of Havas Creative Group's consumer health practices—a way to zero in more directly on the growing health and wellness market. She now leads an organization with more than 4,000 employees in 65 offices in 50 countries, a far cry from the one-stop pharma agency she joined back in 1987. And she's being recognized across the industry—being named to Medical Marketing & Media's Hall of Femme honoring breakthrough women, and ranking #27 on PR Week/MM&M's annual list of health influencers.

**WHAT SHE LOVES ABOUT THE BUSINESS:** "The pace of change, the unexpected crazy smart things that happen every day. In fact, my motto is: 'You can't make it up.'"

**AN AD THAT INSPIRES:** "BBDO's work for GE—especially the ad I call 'My mother works for GE'—reminds me of just how many lives we impact with our corporate culture, and just how important it is to have our people proud of where they work and the work they do. That ad, with its great animation, is a simple reminder of what matters."

# CHEERS

*Congratulations to Horizon Media's Bill Koenigsberg and Anita Walsh. The 4A's thinks you make advertising great. So do we.*



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