

## PRESS RELEASE

# SPIKES ASIA JURY PRESIDENTS AND TANGRAMS JURY ANNOUNCED

**9 November 2020** - Spikes Asia has announced the 2021 Jury President line-up as well as the full juries for the Tangrams Strategy and Effectiveness Awards. Sixteen industry leaders across networks, independent agencies and advertisers have been appointed to lead juries across both awards.

Spikes Asia presents a unique opportunity for entrants to benchmark a piece of work in both creativity and effectiveness at the same time across two of the region's most prestigious award programmes in branded marketing communications - Spikes Awards and Tangrams Strategy & Effectiveness Awards.

The presidents along with their juries will evaluate entries submitted into 28 combined Spikes and Tangrams award types spanning the industry's spectrum.

Commenting on the Spikes Jury Presidents and the Tangrams Jury, **Philip Thomas, President, Ascential Marketing Division & Chairman, Spikes Asia** said; *"This is a collective of leading experts from across the Asia-Pacific region whose knowledge and experience places them well to recognise genuine creative excellence while understanding the unique nuances of individual markets. The 2021 Tangrams jury is our biggest line-up in the nearly two decade history of the awards and we're proud to have achieved gender parity. We look forward to seeing the creative and effectiveness benchmark set for the region."*

The Spikes Awards Jury Presidents have been announced as follows:

### **Brand Experience & Activation and Creative eCommerce**

#### **Malcolm Poynton, Global Chief Creative Officer, President Creative, Cheil Worldwide**

Since joining Cheil Worldwide as the network's first ever Global Chief Creative Officer in 2015, Malcolm has developed Cheil into one of the world's leading creative networks. In the past year alone, Cheil WW has won over 350 global awards.

### **Creative Effectiveness & Creative Strategy**

#### **Kaveri Khullar, Vice President, Consumer Marketing, Mastercard Asia Pacific**

In her role Kaveri is responsible for the Digital, Brand and Sponsorships mandate for Mastercard, in the AP region. Prior to joining Mastercard she had commercial and marketing roles with EMI Virgin

and Diageo which included heading marketing for the Scotch & Luxury spirits portfolio and heading marketing innovation for Johnnie Walker globally.

#### **Design and Industry Craft**

**Rajdeepak Das, Managing Director India and Chief Creative Officer, Leo Burnett, South Asia, Leo Burnett**

When Raj became the head of Leo Burnett in South Asia six years ago, he had one goal – how to impact a million lives using design and technology. Over the years, he and his team have designed several platforms for good, including the world's first anti-collusion road management system. Rajdeepak has won multiple awards, including the Inaugural Glass Lion Grand Prix and the first Innovation Lion for India.

#### **Digital, Mobile and Digital Craft**

**Yasuharu Sasaki, Head of Digital Creative and Executive Creative Director, Dentsu Inc.**

Yasu joined Dentsu in 1995, where he accomplished advertising's greatest feat: staying at the same agency for 25 years. Throughout his career, he has worked on clients such as Shiseido, Coca-Cola, Glico and Honda, been awarded several Cannes Lions and served as the Jury President of the Creative Data Lions in 2019. Yasu is in charge of leading Dentsu's digital creative and innovation teams in developing digital brand experiences and integrated solutions using the latest technologies.

#### **Direct and Outdoor**

**Tara Ford, Chief Creative Officer, DDB Sydney**

Alongside her role at DDB Sydney, Tara Ford is a Board Member of the Advertising Council of Australia. She has made a career from mold breaking creative leadership and iconic creative work at some of the most creative agencies around the world. Tara's work has been consistently recognised at the highest level, including Cannes Lions and Spikes Asia. Tara has judged and chaired at every major global award show and is an active mentor to young creatives.

#### **Entertainment and Music**

**Emily Bull, Managing Director, Founder, hellofuture.tv**

Emily is a Branded Entertainment Executive Producer, with over 20 years of industry experience. As a passionate advocate of film content within the digital space, Emily has worked across numerous high profile brands and hopes that her vision of brands becoming broadcasters in their own right comes true. Emily has joined several jury teams, including the Cannes Lions 2019 Entertainment Jury and the Spike Asia 2015 Branded Content & Entertainment jury where she led as Jury President.

#### **Film Craft**

**Michael Ritchie, Managing Director, Co - Owner, Revolver/Will O'Rourke**

Michael began his career in agencies at Ogilvy in Sydney and DDB HK before moving into the production side. 1999 saw his most successful collaboration when he joined and later became partners with Steve Rogers at Revolver. In 2018, Revolver/Will O'Rourke were awarded runner-up for the prestigious Cannes Lions Palme d'Or and won the Spikes Palm Award the same year. This is on top of winning over 15 gold Lions, including 3 grand prix's over the years.

### **Film, Print & Publishing and Radio & Audio**

#### **Piyush Pandey, Chief Creative Officer, Worldwide & Executive Chairman, India, Ogilvy**

After joining Ogilvy in August 1982 as an Account Executive, Piyush became Executive Chairman and National Creative Director of Ogilvy India in 2004 and Chief Creative Officer, Worldwide in January 2019. Over his career, Piyush has received several accolades, including the prestigious Lion of St. Mark.

### **Healthcare**

#### **John Scott, Creative Director, Ward6 Singapore**

John's career began in fashion & editorial design before he found his way to Pharma and health and wellness advertising at Ward6. John has over 17+ years of experience working in advertising and also runs a creative ideation, photography, and film studio with a small team of like minded creative professionals – creating content, film, vlog content, and workshops for photographers and creatives.

### **Innovation**

#### **Joakim (Jab) Borgström, Worldwide Chief Creative Officer, BBH**

Jab started his BBH career as Group Creative Director in London in 2014 and later progressed to being the Worldwide Chief Creative Officer in 2019. Under his tenure, BBH Singapore produced standout, broad ranging examples of modern creativity such as 'Human Catalogue' for IKEA and 'Battle Force Live' for Nike. Jab is the winner of over 200+ awards including 11 Cannes Lions and a Cannes Lions Grand Prix.

### **Media**

#### **Mark Heap, CEO APAC, MediaCom**

Mark began his career journey with MEC as a summer intern and as a graduate at JWT London. Since becoming an agency leader, Mark and his team have received multiple Agency of the Year awards and Mark has been awarded Asia Pacific Agency Head of the Year and Greater China Agency Head of the Year.

### **PR**

#### **Vanessa Ho Nikolovski, Managing Director, Weber Shandwick**

Vanessa has managed the communications needs and reputations of a diverse range of companies and brands through impactful multi-year programs. In 20 years at Weber Shandwick, she has worked with teams to build and grow some of the agency's largest and most enduring regional client relationships. Vanessa has been active on jury panels and was recognized by The Holmes Report on its 2019 Innovator 25 Asia-Pacific list.

**The Tangrams Strategy & Effectiveness Awards Jury Presidents have been revealed as:**

### **Effectiveness**

#### **Anita Kanal, Vice President, Consumer Marketing for Asia Pacific, Visa Worldwide Pte Limited**

Kanal heads up the regional consumer marketing function across AP and is responsible for improving AP's marketing effectiveness using new data & technology and delivering best-in-class marketing programs. She also sits on the Asia Pacific Marketing Leadership Team. Bringing over 20

years of experience from global strategy and digital marketing firms, her experience includes B2B and B2C clients across a wide range of industries.

### **Data & Analytics and eCommerce**

#### **Ken Mandel, Regional Managing Director of GrabAds & Brand Insights, Grab**

With over 25 years of building, advising and leading marketing & technology companies in Asia Pacific, Ken Mandel previously held leadership roles with WPP, Yahoo!, BuddyMedia, Salesforce.com, Hootsuite and Publicis. Ken is also a keen supporter of the Asian digital industry and has held numerous industry association Chairmanships. Ken's current role at Grab is an eclectic accumulation of almost everything he has done over his pioneering career.

### **Digital Strategy**

#### **Richa Goswami, Global Head of Customer and International, Wealth and Personal Banking, HSBC**

Richa is a consumer-centric, digital innovator with proven business and brand building skills acquired at the world's leading financial and consumer healthcare brands. Voted as one of the top 6 marketers in the world by the WFA, she is recognised in the Top 25 CMOs and Innovators in Asia-Pacific. Richa has a wealth of experience in evolving traditional business practices into digital models and orchestrating organisational change spanning over 30 countries across the globe, across multiple industries in senior leadership roles and has also been a startup founder.

### **Media Strategy**

#### **Sindhuja Rai, Global Media Investment Lead, Mondelēz International**

Sindhuja is responsible for maximizing opportunities in the area of partnership and value optimization to deliver greater ROI and impact on media investments across the globe. Additionally, she continues to lead Media and Digital in AMEA and will continue to work closely with brands and markets to activate their strategic priorities across the region. Sindhuja has over 20 years of experience in media and digital gained in agencies, consulting and client organizations.

**The full Tangrams Strategy & Effectiveness Awards jury has also been announced as follows:**

### **Effectiveness Jury**

#### **AGENCY**

Adrian Adshade, Head of Strategy, MullenLowe Group Singapore

Edward Booty, Chief Strategy Officer, APAC, Publicis Groupe

Sean Donovan, President, Asia, TBWA

Bob Grove, Chief Operating Officer, APAC, Edelman

Alex Lubar, President, McCann Worldgroup Asia Pacific

Vishnu Mohan, Chairman & CEO India, SEA & North Asia, Havas Group

Tuomas Peltoniemi, EVP, Managing Director, APAC, R/GA

Nirvik Singh, Global Chief Operating Officer, Chairman & CEO Asia Pacific, Middle East & Africa, Grey Group Pte Ltd

Dheeraj Sinha, Managing Director - India, Chief Strategy Officer - South Asia, Leo Burnett

Sharon Soh, Head Of Integrated Strategy & Marketing, UM APAC

Simone Tam, CEO, Greater China, DentsuMCGARRYBOWEN International

Andy Wilson, Head of Strategy, Asia, BBDO Asia  
Tobias Wilson, VP of Growth - APAC, MediaMonks

#### ADVERTISERS

**Anita Kanal, Vice President, Consumer Marketing for Asia Pacific, Visa Worldwide Pte Limited - Jury President**

Ganesh Bangalore, Sr. Director Marketing, Johnson & Johnson Pte. Ltd

Will Brockbank, GM Global Marketing, Zespri International

Somnath Dasgupta, Marketing and Innovation Director, Diageo Korea

Jasper Distel, SVP, International Group Head of Marketing, Gojek

Francis Flores, Jollibee Foods Corporation PH Country Business Group Marketing Head & Jollibee PH Marketing Head, Jollibee

Siew Ting Foo, Vice President and Global Head of Marketing Strategy and Planning, Print Category, HP Inc

Dilen Gandhi, Sr. Director & Category Head, PepsiCo India

Gaurav Gupta, Strategy Director - APAC, Kimberly Clark

Marga Mathijssen, Head of Global Marketing and Expansions Health&Wellbeing, Unilever

Joanne Pizel, Senior Director, P&G

Jodie Sangster, CMO, IBM

Reetika Singh, Digital Sales Strategy, Regional Lead for Asia & EMEA, Citi

Kristina Strunz, Global Division Director Prestige, Shiseido

Wendy Walker, Senior Director Marketing ASEAN, Salesforce

Sadaf Zarrar, Director Integrated Content and Creative Excellence, The Coca-Cola Company

#### Data & Analytics and eCommerce Jury

#### AGENCY

Emmanuel Caisse, Head of Analytics & Intelligence, APAC, Weber Shandwick

Jenessa Carder, Vice President, CX Strategy, Dentsu Isobar

Cecile Courbon, Senior Director e-commerce, Mindshare

Suzanne Croxford, Partner, Marketing Technology & Data, Wunderman Thompson

Ritika Gupta, Regional eCommerce Director, APAC, Reprise Digital (Mediabrand)

Keita Kimura, Communication Planning Director, Dentsu Tokyo

Cyrille Vincent Locatelli, Data Strategy Lead, Singapore & AMEA, Grey Group Pte Ltd

Eunice Loh, Digital & Platforms Director, SEA, Wavemaker

Hari Ramanathan, Chief Strategy and Transformation Officer, VMLY&R Asia

Takeyuki Sakaguchi, Executive manager, Marketing Group, Global Integrated Solution Div., Hakuodo

Bryce Whitwam, CEO, MRM China

#### ADVERTISERS

**Ken Mandel, Regional Managing Director of GrabAds & Brand Insights, Grab - Jury President**

Ayumi Ai, Online Director, Asia Pacific, Estee Lauder Companies Asia Pacific

Stanley Choi, Head of eCommerce, Samsonite

Elaine Chum, Head of Digital & eCommerce Transformation, North Asia Area, BAT

Joanna Derry, Head of Insights & Corporate Brand, Nestle Australia

Ajay Gopalakrishnan, Senior director, Sanofi  
Bernice Klaassen, SVP Existing Client Marketing, APAC Middle East Europe, Citi  
Min Lin, CDO & eCom Director, L'oreal APAC ACD  
Chris Maier, Head of Marketing Science, Nike Greater China, Nike  
Ganna Makarenkova, Marketing Excellence Lead, AMEA, Mondelez International  
Chris Maloney, Regional Consumer Engagement & E-Business Director, Moët Hennessy  
Jack Wang, Global eBusiness Director, Danone Waters

### Digital Strategy Jury

#### AGENCY

Bea Atienza, Chief Strategy Officer, Dentsu  
Geraldine Cheung, Managing Director, L'Atelier China  
Bitop Das Gupta, AVP & Lead, Strategic Planning, Grey Group Bangladesh  
Gordon Domlija, President APAC, CEO China, Wavemaker  
Tripti Lochan, co-CEO, Asia, VMLY&R  
Annette Male, CEO, APAC, Wunderman Thompson  
Richard McCabe, Regional Strategic Director, APAC, McCann Worldgroup  
Luke Nathans, Regional CEO, APAC, Iris  
Theresa Nie, Head of Fortune Lab, Cheil  
Josephine Pan, CEO, Shanghai, FCB Shanghai  
Eva Qin, Head of Strategy, AKQA  
Eunice Tan, Managing Partner, The Secret Little Agency

#### ADVERTISERS

**Richa Goswami, Global Head of Customer and International, Wealth and Personal Banking, HSBC  
- Jury President**

Jessica Beaton, Director, Digital & Media, APAC, Studios, The Walt Disney Company  
Ivana Bianchet Kestermann, Director, Head of CMO APAC Business Management, Platform &  
Digital Marketing, Credit Suisse AG  
Leroy Chua, Regional Digital Marketing Director, Shiseido Asia Pacific  
Elveena Cornelio, Asia Digital & Integrated Marketing Lead - CBG, 3M  
Alin Dobra, Head of Marketing Solutions and Partnerships, ZALORA Group  
Denis Dong, Director of eCommerce and member acquisition, Starbucks China  
Paul Anthony Katimbang, Senior Global Brand Director, Unilever  
Elman Lee, Marketing Director, Group Convenience, 7-Eleven Hong Kong, Macau, South China and  
Singapore ( Dairy Farm Company, Limited)  
Minali Shah, Director, Corporate Marketing, Global Marketing, Abbott Laboratories  
Shannon Taylor, Vice President, Greater China Baby Care, The Procter & Gamble Company  
Srivatsa, Director of Digital Marketing, Viu  
Sarah Weyman, Director Direct Partnerships, Nike China  
Yvonne Wong, Global Demand Generation - Total Brand Experience Director for APAC, Johnson &  
Johnson Vision  
Becky Yeung, Regional Head of Brand Partnerships, Asia, Warner Music Asia

#### OTHERS

Pei Ling Ho, Creative Director APAC, Unskippable Labs, Google

### **Media Strategy Jury**

#### AGENCY

Avery Akkineni, Head of VaynerMedia APAC, VaynerMedia APAC

Wan-Gyn Ang, CEO, Carat China

Josh Gallagher, Chief Product Officer, MediaCom

James Hawkins, Chief Executive Officer, APAC, PHD

Pat Law, Founder, Goodstuph Private Limited

Vincent Niou, Associate Vice President, Programmatic and Data Strategy, APAC, Essence

Amrita Randhawa, CEO, Mindshare Asia Pacific

Olly Taylor, Chief Strategy Officer, Host/Havas

Leigh Terry, CEO APAC, Mediabrands

Karen Wang, Chief Strategy Officer, Wunderman Thompson

Charlotte Wright, Chief Growth Officer Asia-Pacific, Wavemaker

#### ADVERTISERS

**Sindhuja Rai, Global Media Investment Lead, Mondelēz International - Jury President**

Dhiren Amin, CMO Asia, Kraft Heinz

Anupama Biswas, Regional Director - Ecommerce, Media & Analytics, Kellogg Pvt Ltd

Vinitra Chaudhuri, Director Digital Engagements, Media and Connection Planning - ASEAN, The Coca-Cola Company

Benjamin Goh, Marketing & Communications Director, Montblanc, Richemont Luxury

Alex Khoury, Senior Director - Marketing, Visa Inc.

Borko Kovacevic, Chief Operating and Marketing Officer (Singapore), Microsoft

Lennard Kwek, Head of Marketing, Asia Pacific & China, Bridgestone Asia Pacific

Peter Larko, Director of Marketing and Public Relations, Mercedes-Benz Hong Kong Ltd.

Silas Lewis-Meilus, Senior Director, APAC Head of Media, GSK

Pei Hua Lin, Head of Marketing & E-Commerce, Shilla Travel Retail Pte Ltd

Maud Meijboom-van Wel, Brand Development & Communication Director Heineken, HEINEKEN

Veneeta Ranjan, Region Media Manager - APAC, Ferrero Asia Pacific

Shane Wan, Head of Global Fuels Marketing, Shell

*The Jury Presidents' & Tangrams jury photos can be downloaded [here](#).*

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Notes to editors

Awards entry key dates

**Spikes Awards**

Key eligibility dates:	1 July 2019 to 31 January 2021
First late fee applies after:	10 December 2020 at 11.59pm SGT
Second late fee applies after :	7 January 2021 at 11.59pm SGT
Final entries deadline:	21 January 2021 at 11.59pm SGT

For more information on the Spikes Awards, please visit [spikes.asia](http://spikes.asia)

### **Tangrams Strategy & Effectiveness Awards**

Eligibility period:	1 March 2019 to 31 January 2021
Early bird deadline:	10 December 2020 at 11.59pm SGT
Final entries deadline:	7 January 2021 at 11.59pm SGT

For more information on the Tangrams Strategy & Effectiveness Awards, please visit [tangrams.asia](http://tangrams.asia)

### **Contact**

Camilla Lambert  
Head of Press & PR  
Spikes Asia Festival of Creativity  
[camillaL@canneslions.com](mailto:camillaL@canneslions.com)  
+44 20 3033 4016

Atifa Silk  
Managing Director  
Spikes Asia Festival of Creativity and Haymarket Media Ltd  
[atifa.silk@haymarket.asia](mailto:atifa.silk@haymarket.asia)

Press Portal  
[press.canneslions.com](http://press.canneslions.com)

Notes to editors

About Spikes Asia



The Spikes Asia Festival of Creativity celebrates inspiring Asia-Pacific creativity in advertising. Building on over 30 years of the illustrious Spikes Awards, the Spikes Asia Festival of Creativity is the result of a collaboration between the organisers of Cannes Lions and Haymarket, publishers of Campaign Asia Pacific. The Festival provides the region's growing creative and advertising industry with a platform to network and exchange ideas, bringing together some of the finest creative thinkers from across the region and around the world. Spikes Asia, offers an inspirational programme of seminars, tech talks and forums, focusing on creativity and learning, exhibitions of creative work from Asia-Pacific, networking events in the evening and the Spikes Asia award show.

Incorporating Tangrams Strategy & Effectiveness Awards brings over 15 years of celebrating Effectiveness and Strategy under one roof. The Tangrams celebrate the latest thinking in marketing effectiveness and showcase the very best examples of effective brand building from Asia Pacific. The Tangrams awards honour clients and their agencies for marketing strategies that deliver solid results to transform businesses and brands in categories for Effectiveness, Digital Strategy, Media Strategy, Data & Analytics and e-commerce.

#### About Ascential

Spikes Asia is part of Ascential: the specialist information, data and analytics company that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and digital commerce.  
[www.ascential.com](http://www.ascential.com)

#### About Haymarket Media Group

The Haymarket Media Group established in 1957 is the largest privately-owned magazine publisher in the UK, and one of the fastest growing media companies globally. The principal business is centred around its consumer, business, professional and customer publications. These are complemented by digital platforms and live events, including extensive exhibitions, conferences and awards. The Group's global expansion comes from wholly owned subsidiaries, joint ventures and extensive licensing of key magazines to other publishers. In Asia from their offices in Hong Kong, Mumbai and Singapore, Haymarket Media Ltd publish market-leading titles Campaign Asia-Pacific, Finance Asia, Asian Investor, CEI Asia Pacific and Campaign India. In addition Haymarket organise a number of the region's leading industry awards and conferences relating to the communications and finance sectors. For more information about the Haymarket Media Group see <https://www.haymarket.com/>