

**Matt Seiler**

**CEO, Global Mediabrands**

Matt delivers differing perspectives on the media world and consistently challenges the conventions and norms throughout this business and the role it holds in the global economy. He is moving agency client relationships to a pay for performance model linking compensation directly to client growth. He sits on top of the largest media company investment in emerging media – identifying and nurturing the change makers in the digital space, adding relevance to the products to make them more useful for clients and then educating clients on how technologies can change interaction with consumers.

Matt has a legacy of change leadership. As Global CEO of UM, he redefined the scope of media services to encompass all forms of marketing communications and bridging the gap that existed between media and creative agencies. Mediaweek named Matt “Executive of the Year” in November 2009. Prior to UM, Matt served as President and later CEO of PHD North America, which he joined in 2004.

**Fun Facts:**

**Favorite album growing up**

Pousette-Dart Band

**Favorite movie growing up**

My Side of the Mountain

**Favorite family or holiday memory**

My best memories occurred during Halloween, counting the spoils and trading for favorites.

**Favorite toy growing up**

Any Corgi car, but if I had to choose one, red Jaguar XKE



**Jacki Kelley**

**CEO, North America Mediabrands**

Jacki oversees and integrates all tools, technologies and services that surround all clients based in North America, across the IPG Mediabrands agencies – UM, Initiative and bpn. Additionally, she is responsible for global clients headquartered in North America.

A constant in her over 20 years of experience in advertising is forging relationships that deliver results for clients and constantly refining how we, as a network, service their business objectives. Jacki develops business models that drive excellence and growth. Prior to this role, she served as both President, North America and Global CEO at UM. There, she bolstered the agency’s proposition — and reputation — as a strategic company, guided by both ideas and analytics, centered on business outcomes. This has resulted in a number of changes, including how the agency is compensated for its work.

**Fun Facts:**

**Favorite album growing up**

Grease

**Favorite movie growing up**

Sound of Music

**Favorite family or holiday memory**

Game night!! I grew up on a cattle ranch and games were plentiful. I still hold the Twister record (and re-earn it every Thanksgiving). My daughter is now referred to as a land baron as she is relentless at New Canaan Monopoly! Operation is where we all fail!

**Favorite toy growing up**

Games of Sorry and Parcheesi were childhood favorites.



**Jim Elms**

**CEO Worldwide, Initiative**

Jim is responsible for Initiative’s global strategy, direction and operations. He has held several positions of increasing authority within the IPG Mediabrands network including most recently acting as IPG Mediabrands Chief Strategy Officer. Prior to that role he served as the Global Chief of Strategy and Insights at UM. Throughout his career Jim has developed a reputation for inspirational and creative thinking by ensuring a relatable, human element in the media business.

Through Jim’s career that spans over twenty years, he has contributed to several outstanding advertising campaigns, from the inception of the “Got Milk?” masterpiece to numerous world-renowned Nike campaigns. Prior to joining the IPG Mediabrands family, he held high level strategic positions at Wieden+Kennedy, Barkley, and Grey Worldwide. His client portfolio includes ABInbev, Sonic Drive-ins, Procter & Gamble, Exxon Mobile, Eli Lilly, GlaxoSmithKline, Johnson & Johnson, E\*Trade, Canon, Porsche and Dairy Queen, among many others.

**Fun Facts:**

**Favorite album growing up**

Motley Crue – Dr. Feelgood

**Favorite movie growing up**

Bill and Ted’s Excellent Adventure

**Favorite family or holiday memory**

I remember as a kid for Christmas my mom would take me to a toy store and say I could pick out any one item I wanted. The possibilities were endless!

**Favorite toy growing up**

G.I. Joe



**Peter Mears**

**President, North America Initiative**

Peter serves as President, North America for Initiative, one of the Interpublic Group’s (NYSE: IPG) two worldwide media networks and part of the company’s IPG Mediabrands unit. He has operational and client responsibility for the agency’s network within the United States and Canada.

Prior to joining Initiative, Mears assumed leadership of IPG Mediabrands Canada, overseeing regional agencies including Initiative, UM and M2Universal. There, he oversaw flagship accounts including Johnson & Johnson, Coca-Cola and MasterCard. He came to IPG Mediabrands after spending over a decade at PHD in London and in New York where he worked with clients ranging from The Guardian Newspaper to Mitsubishi and HBO. Mears also spent a number of years with Toronto’s HYPN working with a diverse portfolio of clients including Unilever.

**Fun Facts:**

**Favorite album growing up**

Any album by Human League

**Favorite movie growing up**

Monty Python and the Holy Grail

**Favorite family or holiday memory**

For the holidays my dad would read us stories from a big book of fairy tales.

**Favorite toy growing up**

The Rubix cube, I was a wiz at solving it, just give me something to peel off the stickers and something to glue them back on and watch me go.



**Wendy Aldrich**

**EVP, Global Managing Partner**

Wendy is currently responsible for leading the global Amazon account. She recently came to Initiative from OMD, after 4 years overseeing the global media business for Visa. During that time, she helped Visa transform into a global digital marketer and led some of their first truly global media campaigns.

Wendy’s marketing career spans nearly 20 years working on major brands, both client-side and agency-side.  She started her career agency-side in direct marketing on the Honda business, but quickly realized that digital was its natural evolution and pursued a digital marketing path at Disney.  Since then, she has worked in integrated marketing strategy across a diverse set of companies ranging from internet start-ups to major, world-class brands.

**Fun facts:**

**Relevant Experience:**

Wendy has 8 years’ experience working at Disney, and 16 years of digital experience from her previous positions.

**Favorite album growing up:**

Def Leppard - Pyromania was the first cassette tape I bought -- with babysitting money

**Favorite movie growing up**

Sixteen Candles, have seen it over 40 times.

**Favorite holiday or family memory**

Christmas was always a big deal at our house. We would eat way too much food and watch way too many Holiday TV specials.

**Favorite toy growing up**

Monopoly – my brother and I played it every day one rainy summer.



**Sarah Ivey**

**Global Strategy**

As the leader and author of Initiative’s strategic planning approach, Sarah is responsible for communication and planning worldwide. This is a wide mandate that includes client leadership, training, workshops, mentoring, research, data, tools and technology. Her focus is on producing brilliant, opinionated work across every market for Initiative.

With over 20 years of experience in the marketing industry, Sarah has a depth of experience in almost every category, from packaged goods to entertainment to retail to automotive. She has also worked on brands in over 25 different markets and cultures – so the continuing challenge of ensuring global brand success at a local market level is one of her areas of expertise.

**Fun Facts:**

**Relevant Experience**

I have worked on toys for 6 years including Mattel, Tyco, and Toys R Us

**Favorite album growing up**

The Police – Reggatta de Blanc

**Favorite movie growing up**

Casablanca

**Favorite family or holiday memory**

I remember letting my brother cheat at Monopoly.

**Favorite toy growing up**

Boggle rocks man!

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**Michael Siegenthaler**

**Global Content**

Michael is responsible for turning strategy into ideas that bring experiences, brands, and audiences together in unique and innovative ways.

Prior to joining Initiative, Michael was the Global Chief Experience Officer at Interpublic’s UM, charged with creating a new global discipline at the agency. His team of Experience Architects worked with clients, their ecosystem of agencies, media owners, and production companies alike to create and execute large-scale, breakthrough programs. During his tenure the team grew from 3-person, domestic operation to a 70+ team of specialists around the world who have won numerous awards, including Cannes Lion, Effie, and Festival of Media, and work for UM clients such as MasterCard, Johnson & Johnson, Chrysler, and Sony.

**Fun Facts:**

**Relevant Experience**

Michael Worked on Chuck E Cheeses early in his career and has recently worked with Johnson & Johnson Acuvue One Day content for teen audience.

**Favorite album growing up**

The Who - Meaty Beaty Big and Bouncy

**Favorite movie growing up**

Amityville Horror

**Favorite family or holiday memory**

Every Sunday Morning – family breakfast in the family room (bagels!)

**Favorite toy growing up**

It would have to be a tie between: G.I. Joe, Stretch Armstrong, and Evel Knievel.

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**Tim Spengler**

**Global Investment**

Tim oversees MagnaGlobal, the organization responsible for leveraging relationships with global media companies to maximize the value delivered to Interpublic Group’s clients. He has been a senior executive within the IPG network for nearly two decades holding positions of increased responsibility since 1993.

Prior to his position running MagnaGlobal, Tim served as President, North America for Initiative, one of IPG’s two worldwide media networks. Under Tim’s leadership Initiative North America consistently delivered strong financial performance as was named U.S. Media Agency of the Year in 2008 by both AdAge and Adweek Magazines. This success was drawn from the more than 30 new clients he helped secure including MillerCoors and Merck and their customized Interpublic Group offerings, as well as flagship accounts Hyundai & Kia Motors, Lionsgate Entertainment, Dr Pepper Snapple Group, Hasbro, PETCO, and financial services giant USAA.

**Fun Facts:**

**Relevant Experience**

Tim has worked on youth and entertainment clients such as Hasbro, Lionsgate, PETCO, and Dr Pepper Snapple Group.

**Favorite album growing up**

Van Halen – 1984

**Favorite movie growing up**

Ghostbusters, I always wanted to be Egon.

**Favorite family or holiday memory**

Camping with my family, where my dad taught me how to fish.

**Favorite toy growing up**

My favorite toy growing up was the classic Super Soaker 100 on summer days.



**David Cohen**

**Global Digital Partnerships**

David leads our Global Partner Council designed to maximize relationships with key strategic partners around the world. These partners include many industry leaders such as Google, Yahoo, Microsoft, Facebook, Clear Channel, Twitter and AOL to name a few. Global Trading Agreements that leverage our collective spend, custom research initiatives, innovation projects and first-look opportunities are a few of the priorities lead by David and the Council.

David started at Universal McCann by launching the digital practice in 2001 as Interactive Media Director, joining UM from Zentropy Partners, a standalone digital marketing consultancy in the IPG family. In 2002, he became a Senior Vice President, overseeing all digital media strategy, planning, buying and analysis operations for the New York, Los Angeles and San Francisco offices. In March 2006, he was named US Director of Digital Communications and in April 2011 he was named Global Digital Officer.

**Fun Facts:**

**Relevant Experience**

David is no stranger to the Hasbro family of Brands.  He readily admits to his Dungeons & Dragons obsession as a teenager and fondly remembers endless hours engrossed in worlds of imagination and wonder. He now enjoys Chutes and Ladders, Candyland and a mean game of Connect Four with his two daughters (ages 9 and 11).

**Favorite album growing up**

REO Speedwagon – The Hits (don’t judge me)

**Favorite movie growing up**

Rocky

**Favorite family or holiday memory**

Recently our trip to London with my wife and girls to witness the excitement around the recent Royal Wedding ended up being a once in a lifetime experience for them and for me.

**Favorite toy growing up**

A killer Erector Set

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**Shane Ankeney**

**Regional Leader, New York**

Shane holds responsibility for all Account Planning teams, the Insights & Strategy unit, as well as the agency’s Innovation group. He manages the agency’s New York and Atlanta offices, and is a member of both Initiatives’ Executive Leadership Team reporting to the Chief Executive Officer and the North American Operations Committee responsible for driving the firm’s overall strategic direction.

Prior to Initiative, Shane served as Executive Director, Audience Planning and Media Arts for Omnicom’s TBWA\Chiat\Day where he played an integral role in reinventing that company as a ‘Media Arts’ agency globally. A veteran agency executive, Shane’s career includes senior level leadership positions at several of the advertising industry’s top agencies. Shane served as Chief Media Officer at Doner in Michigan where he led strategy for business development. He also held the title of Media Director for Carmichael-Lynch in Minneapolis including oversight for the prestigious Harley Davidson and Gibson Guitars accounts.

**Fun Facts:**

**Relevant Experience**

Shane has done work for clients such as Hasbro, Bandai, Saban Entertainment, FOX Kids, Apple, Sony Playstation, Cranium, Skittles, and ABC Television Network.

**Favorite album growing up**

Jackson 5 – ABC

**Favorite movie growing up**

Star Wars

**Favorite family or holiday memory**

The memory of me taking apart my new bike, and my Mom finding me with 100 pieces on the garage floor.

**Favorite toy growing up**

G.I. Joe

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**Sylvain Valeix**

**Regional Leader, London**

Sylvain is responsible for Mediabrands international client services unit in London.  His role is to ensure regional and global clients receive best-in-class services across the Mediabrands network. He has a passion for helping international brands navigate the increasingly complex media landscape. With a strong focus on innovation and integration, he has delivered a number of award-winning campaigns such as IBM e business, Sony Bravia Balls campaigns, Intel Core 2 Duo launch, UPS Widget, Microsoft (multiple) and Statoil corporate brand launch.

During Sylvain’s five years at UM he has seen his responsibility evolve from Managing Partner to Head of the International Client Services unit and finally Chief Client Officer G14. He has worked on a range of international brands including 3M, Puma, Carlsberg, Alcatel and Halifax Sylvain moved to MediaCom where he was promoted from Media Planner to Media Manager in charge of the Time Warner, P&G Fragrances, Emirates and Burberry accounts.

**Fun Facts:**

**Favorite album growing up**

Prince - Purple Rain

**Favorite movie growing up**

The Blues Brothers

**Favorite family or holiday memory**

The Monopoly all-nighters with my cousins on holiday.

**Favorite toy growing up**

Star Wars Millenium Falcon

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**Xavier Mantilla**

**Regional Leader, Miami**

Xavier is based in Miami managing all media in Latin America for MasterCard, Microsoft, ExxonMobil, Sony Pictures (Theatrical Releases), and other UM/MediaBrands clients.

Xavier has 20 years of ad agency US Hispanic and Latin America experience. He built the first digital media network in Latin America and opened offices in all major markets in the region - Sao Paulo, Mexico, Buenos Aires, Santiago, Lima and Bogota. He helped manage the merger and acquisition of digital media agencies in Argentina and Brazil for global communications groups to have "local" footprints in major markets. Xavier was in charge of media in the US Hispanic market for clients like: Ford, American Airlines, Smuckers, SC Johnson, Olive Garden, Winn-Dixie, Sprint, MasterCard, Johnson & Johnson, TD Bank, NFL and Remy Martin among others while holding executive positions in the largest US Hispanic ad agencies.

**Fun Facts:**

**Relevant Experience**

While living in the Caribbean islands growing up, the evenings were filled with board games and Battleship was a favorite as well as after college having all the irrelevant knowledge that was picked up to create a Trivial Pursuit champion amongst the social circle in Miami.

**Favorite album growing up**

Rush – Moving Pictures

**Favorite movie growing up**

The Great Escape

**Favorite family or holiday memory**

Traveling on Christmas from whatever side of the world we were (my dad was a UN Diplomat) to my grandmother’s house in Ecuador to celebrate Christmas Eve dinner all together.

**Favorite toy growing up**

Tintin model rocket – Tintin was the first person on the moon! The rocket was a model from the Tintin book where he and Capt. Haddock and this group of characters went to explore the moon.

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**Andy Leung**

**Regional Leader, Hong Kong**

Andy Leung has been working in our Hong Kong office for 4 years where he serves both regional and local clients.

Andy has worked for Starcom and OMD where he worked on media and strategic planning for clients like UBS, Hyatt International Hotels, Financial Times, Richemont, McDonalds, Air New Zealand, etc. Andy graduated from a degree programme of Physics with Business Administration. The development of logical and analytical minds with business sense is assisting Andy to work for different clients on media planning and buying.

**Fun Facts:**

**Relevant Experience**

Andy has worked on Xbox for 4 years.

**Favorite album growing up**

Any albums from Jacky Cheung (a local Chinese singer)

**Favorite movie growing up**

Finding Nemo

**Favorite family or holiday memory**

I loved eating food prepared by my father who is good at cooking different Chinese cuisines.

**Favorite toy growing up**

Monopoly, which could be play with good friends and not so good friends.



**Deb Bluman**

**Business Director, USA**

Deb oversees both digital and planning teams to create cohesive campaigns to ensure that maximum value is delivered for the agency’s client, Hasbro.

With over a decade of industry experience, Deb assures seamless integration of campaign material from the digital realm to print and broadcast. Prior to joining Initiative, she held the position of VP, Account Director at MediaCom where she was responsible for numerous clients, including Hasbro, Nokia and Canon.

**Fun Facts:**

**Relevant Experience**

Deb began her relationship with Hasbro in 2009 at MediaCom where she was the Partner, Digital Director strategically amplifying kid and mom targeted campaigns. In the years since, her role has evolved to manage the business from an integrated perspective which has enable her to help grow Hasbro from 7% to 18% in digital investment.

**Favorite album growing up**

Billy Joel - Glass Houses

**Favorite movie growing up**

Revenge of the Nerds

**Favorite family or holiday memory**

Every year my parents would host a "Labor Day is Lobster Day" pool party and would grill lobsters, steamers, clams etc. We would eat and then go swimming to get clean...followed by a Carvel cake with a lobster on it. I now have the same party for my annual birthday bash :)

**Favorite toy growing up**

I always wanted to have a Lite-Brite but since the family business included Toy Wholesale and Importing, all I ever got were used toy samples and imported copycat versions which inherently were missing pieces. #stillbitter

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**Sarah Power**

**Insight and Strategy Leader, USA**

Sarah is responsible for helping chart the agency’s overall direction and how it provides clients with full-service marketing solutions. Her Insights and Strategy team also works in conjunction with all of Initiative’s research units to provide fresh perspective and the latest analytics to clients.

Before joining Initiative, Sarah served as Senior Vice President, Communications Strategist at MPG, a unit of Havas with a focus on the agency’s global clients including ExxonMobil, GlaxoSmithKline and Schering-Plough. She also held a series of positions of increasing responsibility culminating with Senior Vice President, Strategic Director for Carat where she ran the agency’s Proctor & Gamble family care and baby care divisions and developed the communications planning process for both the agency and P&G.

**Fun Facts:**

**Relevant Experience**

Sarah has worked on many youth targets account like Mattel, PBSKids, Nabisco, P&G Family Care and Baby Care, and Hasbro.

**Favorite album growing up**

Marlo Thomas and friends – Free to Be… You and Me

**Favorite movie growing up**

Disney’s Peter Pan

**Favorite family or holiday memory**

When I was 6 years old, my parents took me to see The Nutcracker at Lincoln Center all by myself (we ditched my younger sister) on Christmas Eve. I think about that Christmas Eve every year.

**Favorite toy growing up**

With two boys, it has to be Nerf.  For me, it’s the game Taboo.

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**Kris Magel**

**Investment Leader, USA**

Kris is responsible for overseeing all national negotiations and related activities for the agency’s major television marketing clients including Hasbro, Hyundai, Kia, Dr Pepper Snapple Group, MillerCoors, Merck, USAA, Vizio, Ameriprise, Victoria’s Secret, PETCO and Nikon.

Prior to joining Initiative in 2007, Kris held the position of Senior Vice President, National Broadcast at Zenith where he created a fully integrated buying unit for Maybelline/Garnier and built custom 360° partnerships across multiple platforms. Prior to Zenith, Kris worked at Optimedia in a variety of roles of increasing responsibility, including Senior Vice President, National Broadcast, where he managed clients including T-Mobile, Whirlpool, BMW, New York Life Insurance and Dreyfus.

**Fun Facts:**

**Relevant Experience**

Kris has two kids that he spends much of his free time playing with, who he has introduced to Connect Four and Battleship.

**Favorite album growing up**

Bill Cosby’s “Wonderfulness” and “Fat Albert” – I listened to them every night, going to sleep.

**Favorite movie growing up**

Flash Gordon

**Favorite family or holiday memory**

I loved the commercial for Connect Four…”pretty sneaky sis!” – and I can remember my younger brother being very, very mad at me - throwing the game pieces all over the living room - when I sunk his battleship. Good memories.

**Favorite toy growing up**

My most used games were Monopoly, Connect Four, Rubik’s Cube, Twister, Battleship, and Clue.



**Shannon Pluem**

**Business Director, Canada**

Shannon leads innovation across Initiative’s main clients in Canada.

Over her career, Shannon has worked on both brand and DR clients and on both the planning and the buying side. As well, she has spent her career working on blue chip clients in the entertainment and youth markets putting her on the leading edge of innovation. This client base gave her the opportunity to continually try new technologies and platforms and has included Coke, Paramount, Disney, The Gap, H&M and Ford.

**Fun Facts:**

**Relevant Experience**

Shannon has worked on brands like Disney and Paramount movies.

**Favorite album growing up**

Michael Jackson - Thriller

**Favorite movie growing up**

Star Wars Trilogy

**Favorite family or holiday memory**

We spent all our Christmas holidays at our family cottage with my aunts, uncles, cousins and grandparents. We would be up all night on Christmas Eve with anticipation and kept sneaking out to check if Santa had arrived yet. I looked forward to those holidays every year.

**Favorite toy growing up**

I was a bit of a tomboy as a child and had the almost the entire Star Wars toy collection. I was obsessed with the movies and as an extension, my toys. My two favorite piece was the millennium falcon, because it was the coolest ship in the galaxy piloted by my childhood crush, Han Solo. As I grew out of them, I let my younger brother have most of my collection. But I still have the millennium falcon.  I won’t ever let that one go.



**Tania Harwood**

**Business Director, UK**

As Business Director in our UK office, Tania ensures our clients love working with us and that our thinking is growing their customer base.

Tania has worked in full service and media specialist agencies. She joined the industry at JWT as part of their graduate scheme as a planner/buyer on Nestle Rowntree where she stayed for 7 years before moving to CDP to do the same on their newly won Honda account.  Here, she led the media team and worked within the creative agency to ensure our thinking was integrated with creative, PR, digital and CRM. A strategic move to OMD 7 years later saw a focus on media planning on AXA Group, Nestle Purina, Peugeot, Sony, Intel and latterly Hasbro.

**Fun Facts:**

**Relevant Experience**

Tania ran the Hasbro business in the UK for 9 months up to July 2013 when she left OMD for Initiative. She sought to deliver creative solutions for each campaign, highlights of which were the launch strategy for Furby and a partnership with Syco and Little Mix for Littlest Pet Shop.

**Favorite album growing up**

Grease

**Favorite movie growing up**

Grease (there wasn’t much else on offer)

**Favorite family or holiday memory**

An unforgettable memory for me was the Kids’ fancy dress competition at Pontins, where we salvaged litter from the bins and went as “Keep Britain Tidy”. The Bisto kids won.

**Favorite toy growing up**

Tiny Tears, followed by Cindy then my Chopper bike. My 10 year old son’s favorite toy is Monopoly and he was even given fantastic Nerf guns by the client for his birthday!

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**Nicola Chatterton-Sievers**

**Business Director,** [**France**](http://www.linkedin.com/search?search=&countryCode=fr&sortCriteria=R&keepFacets=true&searchLocationType=I&goback=%2Efps_PBCK_CHATTERTON%09Nicola_*1_*1_*1_*1_*1_*1_*2_*1_Y_*1_*1_*1_false_1_R_*1_*51_*1_*51_true_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2%2Enpv_15856073_*1_*1_NAME*4SEARCH_tE1Q_*1_en*4US_*1_*1_*1_48139e9a*59f0f*549b1*5a21f*59eb3730d8783*50_1_2_ps_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-0-ovw-location)

Nicola is the International Client Services Director at Initiative France, she is responsible for Initiative Paris’ international department and is accountable for piloting media strategy, along with planning and implementation across a broad portfolio of clients in the French market.

Having acquired over 15 years of media experience through an array of sectors at Initiative, Nicola has worked with a wide variety of clients, including Patek Philippe, Tiffany & Co, Western Digital, Continental Tyres, and Carapelli Olive Oil.

**Fun Facts:**

**Favorite album growing up**

Anything by Edith Piaf, my parents always played it in the house growing up.

**Favorite movie growing up**

Delicatessen

**Favorite family or holiday memory**

When my parents took me to Chateau de Chambord, it was our first time seeing anything like it, I felt like a princess in a castle.

**Favorite toy growing up**

Barbie

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**Klaus Laddey**

**Business Director, Germany**

Klaus oversees all client relationships for the agency’s German office. Through his positions, he ensures quality media planning, integration and full collaboration across clients, agencies and media partners.

Klaus has 18 years of experience working in the media business and gained his experience in a lot of different segments. FMCG: SC Johnson, Reckitt Benckiser, Intersnack – Automotive: Mazda, Continental – Telecommunication: E-Plus.

**Fun Facts:**

**Relevant Experience**

Klaus began his relationship with Hasbro in 1975 where he played “Connect Four” for the first time being beaten by his older brother. After a two year training session he became the family champion.

**Favorite album growing up**

AC/DC – Highway to hell

**Favorite movie growing up**

The Blues Brothers

**Favorite family or holiday memory**

I will never forget when we went in our beetle with five people and luggage for a 1,000 miles trip to Austria. Believe me this is what being close to your family means.

**Favorite toy growing up**

I had a toy gun which I carried with me for about 4 years until my teachers got a bit worried and recommended an anti-aggression-training.

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**Paulo Oncken**

**Business Director, Brazil**

Paulo is based in Initiative’s Lowe Sao Paulo office and responsible for overseeing all media planning and buying capabilities for clients that include Unilever, Embratur, Ajegroup, and Alitalia.

With more than 30 years of experience in Brazilian media industry, Paulo Oncken grew a solid experience on advertising agencies, media industry and clients, worth mention Nestlé, RJReinolds, CitiBank, Jornal do Brasil, Bandeirantes TV Network, McCann Erickson, DPZ e Lowe where’ve held Manager and Director positions. Mr. Oncken holds an MBA from COPPEAD/UFRJ – Federal University of Rio de Janeiro. Paulo speaks Portuguese, English and Spanish. As an outstanding professional, his career has several prizes, most recently the 98 Media Grand Prix of Abril Prize and Two Media Lions in Cannes’ 99.

**Fun Facts:**

**Relevant Experience**

Paulo believes in a big family, and has 3 daughters and 3 grandsons which has made him an expert in toys since he enjoys bringing gifts home.

**Favorite album growing up**

The Beatles – Ticket To Ride

**Favorite movie growing up**

Wizard of Oz

**Favorite family or holiday memory**

Being from a warm climate to us our favorite memories come from long days at the beach.

**Favorite toy growing up**

My Little Bear



**Annika Blockstrand**

**Business Director, Mexico**

Annika is responsible for the implementation of Initiative´s strategic process in all major accounts following our FBDS culture. She also leads most New Business pitches being accountable for winning 10 out of 13 new accounts last year.

Annika has been working in the advertising world for over 15 years in the Comms Planning and Research areas where she has successfully implemented communication platforms based on quantitative and qualitative data for global market and local leading brands such as: SCJ, Diageo, Hasbro, VW, Bimbo, Unilever, GM. She has lead communication trainings in Mexico specializing in the implementation of strategic processes and insight discoverings.

**Fun Facts:**

**Relevant Experience**

Annika has worked on Hasbro at Grey Group Mexico.

**Favorite album growing up**

Barnkammar Boken (Swedish children album)

**Favorite movie growing up**

The Jungle Book (I loved Baloo and the way he scratched his back)

**Favorite family or holiday memory**

I loved playing Twister in the garden and watching my parents get all tangled up and fall flat on their faces, and beating my father playing memory games.

**Favorite toy growing up**

Play-Doh let me create a world of imagination, I sometimes made whole towns out of Play-Doh complete with little people.



**Simon Flaxman**

**Business Director, Australia**

As Commercial Director, Simon is responsible for leading clients such as Kia, Rabo, Clorox, The Athlete’s Foot and Amazon.

In 2004 Simon moved to Sydney after 5 years at Starcom Mediavest London working as a planner on accounts such as P&G and 20th Century Fox. Following 2 years at Universal McCann working on the Coca Cola portfolio, he took up the role of Media Director at Razor, Australia’s fastest growing full service advertising agency. During his near 5 year tenure at Razor, the agency grew to include a client list that included Nike, EMI, Jim Beam Global Portfolio & EA Games.

**Fun Facts:**

**Relevant Experience**

EA Games (working across the full range of Hasbro family games titles)

**Favorite album growing up**

INXS Kick

**Favorite movie growing up**

Back to the Future I

**Favorite family or holiday memory**

Family trips to Disney World where I got see all my favorite Disney characters in the flesh, or fur, whichever.

**Favorite toy growing up**

Absolutely anything A-Team related.

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**Judy Wang**

**Business Director, China**

Judy oversees all clients and operations for Initiative, China. She has a broad range of experience including leading global brands, Unilever and P&G, as well as clients across finance, home appliances, luxury, and B2B categories.

With nearly 20 years of experience working in the media industry, Judy has held top tier positions with Ogilvy & Mather, McCann Erickson, GroupM’s Mindshare and MediaCom. She also has leading experience in handling client transitions as she was a key member handling the transition when Gillette was acquired by P&G early 2005.

**Fun Facts:**

**Favorite album growing up**

“Young Tiger” – A famous 80’s Taiwanese singing group

**Favorite movie growing up**

La Grande Vadrouille

**Favorite family or holiday memory**

Celebrating Chinese New Year with lots of delicious food, having fireworks and with all family members gathered together

**Favorite toy growing up**

Growing up in China we had toy bricks which were copycat versions of LEGOs.

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**Jim Milligan**

**Director, GumboLive**

Jim joins forces with Momentum and Mediabrands to bring GumboLive to life, which is a creative lab of emerging talent located in the French Quarter of New Orleans.

His career begins as a $5/hour equity research assistant onto a 28-year-old senior partner for helping build a multi-billion dollar mutual fund company. Jim then started FreedomZone in 1999 as a place for emerging talent and the Fortune 500 to grow together without compromising their integrity. The career journey has been adding value by connecting the corner office with the street corner to empower people through creativity to drive measurable business results.

**Fun Facts:**

**Relevant Experience**

Jim has worked with hundreds of kids ranging from 10-25 years old with Fortune 500, and has four kids of his own which help him bounce ideas around.

**Favorite album growing up**

AC/DC – Back in Black \m/

**Favorite movie growing up**

Star Wars

**Favorite family or holiday memory**

I used to look forward to my families Christmas ski vacations at Snowbird, Utah. Wish I had kept up with it.

**Favorite toy growing up**

Play-Doh – I still love creating sculptures



**Sue Moseley**

**Global Chief Performance Officer, Initiative**

Sue is responsible for delivering best practice and driving innovation for Initiative in the area of research and analytics, tools and systems all with a focus on driving better business results for our clients. In her 12 years at Initiative, Sue invented Matrix, the much acclaimed industry leading planning tool, as well as launching Prophesee the first industry social media listening tool and Connections Panels which are now running in 54 countries.

Prior to joining Initiative, Sue served as Marketing & Research Manager at Central TV in the UK, where she introduced AdLab the original single-source panel, which measures product purchase and multi-media consumption. She went on to be a founding Director for TSMS, a division of United News & Media, the UK’s first TV sales house where she was responsible for business strategy.

**Fun Facts:**

**Relevant Experience**

Being part of a large family, including having 5 daughters of her own, she has hands on experience of kids, mums, play and toys. She also has experience working with many clients for whom Mums, Dads and Kids are the key target audience.

**Favorite album growing up**

Tubby the Tuba!

**Favorite movie growing up**

The Jungle Book

**Favorite family or holiday memory**

One of my best family memories occurred on a rainy Sunday when we re-invented Monopoly with credit and loan facilities to make it last all day.

**Favorite toy growing up**

The lovable spud, Mr Potato Head.

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**Jonathan Fowles**

**Chief Strategy Officer, G14**

Jonathan is responsible for strategy and planning across Initiative’s G14 cluster of markets. He has been privileged to personally work on strategies for many famous brands, including the BBC, the launch of O2, Virgin Atlantic, John Lewis Partnership and the Guardian. He has been responsible for many award winning pieces of work, most recently the Google entry that won the overall Media Grand Prix at Cannes in 2012.

Jonathan started his career over twenty years ago in the media department of the then full-service Bartle Bogle Hegarty in London, and subsequently worked at Omnicom media agencies PHD where he graduated to Head of Planning and Manning Gottlieb OMD as Head of Strategy, Planning and Insight.

**Fun Facts:**

**Relevant Experience**

Jonathan has worked on Warner Bros Films including the Harry Potter franchise.

**Favorite album growing up**

The Beatles – Rubber Soul

**Favorite movie growing up**

The Marx Brothers – Duck Soup

**Favorite family or holiday memory**

My best memory was my dad helping me build an electric remote control car from scratch.

**Favorite toy growing up**

Pack of cards – endless fun and possibilities.