



MINDSHARE



**COLLECTIVE**

Diversity. Equity. Inclusion

# International Women's Day Nominees

8<sup>th</sup> March 2021

# International Women's Day Nominees

**Abi Cork** - She is such a lovely, passionate, and positive person to work with. I've never worked with anyone more reliable, with such a 'can do' attitude. She is such a great asset to Mindshare and will achieve big things in her career I'm sure.

**Alisa Lochrie** - Ailsa is an inspirational leader. She has a passion to ensure Mindshare is fully inclusive and her ability to make things happens means she is involved in driving real change.

**Akila Kumaravel** - Akila is driving and challenging what we are doing as an agency around Dashboarding and reporting. She is eager to develop and understand new opportunities. We need more Akila's she is a role model for more women in data.

**Alejandra Suárez** - Alejandra is instrumental in ensuring our campaigns with Verizon run smoothly. She is knowledgeable, helpful, great at her job, and fully behind the great campaigns we run with Verizon at Mindshare.

**Alex J White** - Alex is incredible, she has a rare talent of being a great strategic thinker, a doer, and a great client person. She has come into a massively challenging account and turned it around within a space of a couple of months. She is empathetic and a great team player who works tirelessly to deliver for her clients and her team. She is a massive asset to everyone around her. A total Rockstar

## Alexis Faulkner –

1) I know Alexis is currently on maternity leave, but I really wanted to nominate her. She is such a feminist inspiration to me. I remember specifically her taking me for coffee and talking about how I rather would support someone than lead a team. She challenged me on this, and I realised how I was holding myself back due to feeling more comfortable in a more submissive role fitting into society's expectations. Realising this and stepping up had a huge influence on how I think about my career.

2) Alexis is an absolute digital powerhouse, she's brilliant with clients, teams & suppliers. She simplifies the complicated and looks for new ways to drive our business forward. She's currently on mat leave but still trying to keep her eye in the game and contribute to department planning using her KIT days. She's an absolute star!

3) Alexis is a complete Rockstar. She is incredible at her job and her knowledge is incredible! She works tirelessly to deliver for everyone, and nothing is ever too much for Alexis. She has such a rare talent of being strategic and a brilliant doer. You can sleep easy when you know Alexis is around. She is one of the most brilliant people within Mindshare

## Alkisti Psylou

1) Alksiti has been a brilliant source of support for her team that has been going through A LOT over the past year. She is always decisive, supportive, and caring whilst also leading the way. She has personally supported me greatly and feel lucky to call her my friend!

2) Alkisti is a superstar when it comes to all things Paid Social and should be celebrated for her own personal achievements. However, I have nominated Alkisti because of how much she supports and champions the women in her team. She always goes out of her way to lift women up and highlight their achievements, supporting and nurturing their talent to ensure that they reach their full potential. She really is an all-round amazing leader.

3) Alkisti is one of the hardest working women I have ever worked with. Not only is she greatly admired by clients for her meticulous attention to detail but her whole team equally are inspired by

her work ethic and positive attitude. She is an incredibly supportive manager and all-round inspiring woman.

**Amelia Dabell** - Amelia is one of the most diligent, hard-working, and creative individuals I know. Her constant drive for creativity and innovation across her work will take her far - a true force to be reckoned with in the media industry.

**Amy Frater** - Amy is a part of an all-female media team at M&S and is integral to the implementation of all social and digital campaigns.

**Ana Dias** - Ana is a brilliant person to have around, she is clear and strong minded, and no one can ever have doubt about anything when she is in the room. She is also fun and has great spirit which is a quality too frequently overlooked in our culture.

**Aurelie Brunet** - Aurelie is a powerhouse, a fantastic client leader, and has done so much to grow and improve our offering over the last couple of years. She leads a team of women (and men) from diverse backgrounds and in a quiet and unassuming - but masterly - way pushes them all to achieve their potential.

#### **Bettina Traurig –**

1) Bettina has been brilliant at empowering not just her teams but also expand her motivation efforts across the social and search teams. Always coming up with interesting ideas to fortify our culture and has demonstrated that a good leader is the one that cares.

2) Bettina is always looking for ways to grow the social departments knowledge on topics outside of just social media, she has run sessions on confidence & self-esteem, Black lives matter, writing award entries, as well as looking for ways to raise money for charities be it at work or organizing events outside of work. Bettina is an outstanding person to know and work with and should be celebrated for everything she does!

3) Bettina has been a pillar of support for the social team throughout lockdown. From creating WhatsApp groups with weekly activities and challenges, to constantly checking in on her team members to make sure they're okay, she is a beacon of light and a huge support.

4) Such an inspiration. Bettina always goes above and beyond to create culture within the team. She always encourages colleagues to share their knowledge and experiences. Last year she has organised several sessions to discuss prejudice and white privilege. She is always in tune with what's going on with the wider team. This year when Lockdown seemed the hardest, she has organised a session to discuss mental health especially low self-esteem & low self-confidence. She has also organised several virtual pub meetings to keep everyone's spirit lifted.

**Callie Buck** - Callie is such a kind-hearted, lovely person. She is eager to help as much as possible and works hard to ensure that everyone is happy, always trying to do more and look for ways to help. She is so committed to helping others, always checking to make sure they are OK in themselves and looks for ways to help them manage a better balance. She is a pleasure to be around with her positive attitude.

**Cecilia Swindell** - I am nominating Ceci due to 2 reasons: Her ability and her attitude are both admirable. Her approach to situations is calm, methodical, analytical, and inclusive resulting in robust solutions and happy clients and teams within Mindshare. She conducts herself with an approachable, light-hearted, and positive attitude whilst ensuring the wider team feels included/involved.

#### **Chrisa Chatzisavva –**

1) Chrisa did so much for the social team. She always stands up for people below her and genuinely listens. She is very passionate and always our first supporter.

2) Amazing person and colleague. She is empathetic and sensitive with everyone.

3) Chrisa is a perfect example of leadership, she is respected in the wider team and just a great example of why gender equality is a positive aim for any workplace.

4) Chrisa is constantly fighting to get the best results possible for her team - whether this be by getting us more team members where we are stretched, supporting us with demanding clients, or even by fighting for promotions where they are well deserved. Chrisa is the most attentive business director I've had yet in media!

#### **Christianne Kemp –**

1) Chrissie has had a fantastic year, so much so her hard work has been realised with a promotion. She's single handedly helped the agency transition into a remote working world by setting up & leading Teams training for everyone. She's done process audits for clients improving WOW and creating efficiencies that not only save time but also save money for the agency. She's a joy to work with and is quite possibly the most positive person in the agency. I don't think I've ever seen her without a smile on her face (not even on a Teams call!)

2) Chrissie has got to be the sunniest person in all of Mindshare! Her positive energy and spirit are contagious, and she makes even the duller tasks seem exciting. She is leading the charge on developing efficiencies within the Outcomes team, with a focus on reducing hours taken to do manual reporting by transitioning clients to dashboards. Chrissie is always willing to help, she's there for those both within and out of her team and she is always pushing to see how she can make everyone's work life easier and a bit more balanced.

3) You just can't ignore Chrissie's the huge positivity and energy that she brings to everything. Its impressive how Chrissie uses this energy to drive change and new ways of working and hugely admirable in how she supports her team.

**Christie Tucker** - She has achieved so much in lockdown with a promotion, clients really enjoy working with her and she is always there for support when needed.

**Clare Rush** - Clare has thrown herself into Teads and embedded herself and the team into the agency, ensuring we are pushing ourselves with the innovative solutions Teads can bring to us as an agency. She has a relentless spirit to balance innovation with delivery and results.

**Clare Wallis** - She is a true inspiration to any women or man, having overcome challenges in her life by focusing on constant self-improvement and caring about other people's happiness at work and outside. She was once my boss, still a mentor and a terrific friend that I admire greatly.

**Deborah Harper** - Debs has been one of the most inspiring champions of inclusivity within Mindshare. She set up the collective and has transformed our DEI agenda. I can't think of someone more inspiring within our business.

**Dyson Outcomes Leading Ladies (Directors and Partners) - Alex J. White, Ewa Solarz, Fran Caicedo, Olivia Burt, Sophie Watt, Priscilla Dolladi; Amanda Le-Vesconte, Abi Ravichandiran –**

Despite being faced with a vertical (engineering), client business (Dyson) and marketing ambition (performance media) that are still male dominated sectors, the Dyson Outcomes team at Mindshare WW are driving a challenging business forward with a collective of strong female voices. The team, led by Alex White and Ewa Solarz, continue to drive quarterly business growth for Dyson through their leadership team which is in its majority female. The team continue to deliver ground-breaking projects, record Dyson revenue and outstanding client feedback. They also helped obtain the Performance Outcomes Team of the Year in 2020 which is fantastic recognition internally of the hard work put in.

## **Eleni Danika –**

1) Eleni is incredibly capable and easy to work with. She does a great job of listening, understanding, and collaborating and she's just so damn good at her job.

2) Eleni is a hero. She is a great colleague, amazing mother, and a very close friend. I admire how she can make everybody's life better. She is a great asset for Mindshare and I wish I could work with her again in the future. ELENi YOU ROCK.

**Ellie Williams** - Ellie is always putting other people forward for awards and recognition and it's about time she was recognised herself! She has great energy, works extremely hard and is an excellent team player. Mindshare is lucky to have her!

**Emily Edwards** - A constant source of inspiration and enthusiasm for the Invention team, Emily has been at the forefront of some of our most exciting projects over the 10+ years she has been at Mindshare. After coming back from maternity leave in May 2020 during the middle of the pandemic and amid team changes, her professionalism and passion was undimmed. She is a fantastic colleague and a shining example to anyone working at Mindshare.

**Emily Gaunt** - Emily joined MS during the lockdown a year ago, and amazingly quickly picked up a lot of things, and became a great friend, colleague, and asset to MS, in strangest of circumstances.

**Emily McReynolds** - Emily is one of the hardest working individuals I know. Her passion and knowledge shines through in the work she produces. She has recently been nominated as a finalist for the Female Frontier Awards and has been instrumental in helping to launch the Womxn in Business network at Mindshare - a true inspiration!

**Emma Saksena** - Emma strikes the balance between being extremely knowledgeable, hardworking, well connected and human. Her calm and positive nature engenders dedication and commitment from the agency. It is extremely motivating to work with someone who listens, understands and supports to the level Emma does. Our performance as an agency on the Unilever UK&I account has Emma - and her equally supportive team – at the heart of it. We never forget how lucky we are to have her as a critical client.

**Emma Sleight** - Emma is a complete inspiration. She is driven, creative and has transformed M&S Food content over the past year. She is brave and challenges her business and us with what is possible. A Brilliant client.

## **Emma Tissot –**

1) Emma is determined to make a difference and increase the visibility of women's achievements and is spearheading the Womxn initiative at Mindshare to drive real change in the industry.

2) She has been the driving force for our Women's network. Her passion is inspiring, and she was responsible for adding sanitary products into the Mindshare bathrooms which was a demonstration of her focus on driving equality.

3) For her work fighting for free period products for women at work

4) Emma's drive for everyone to be valued the way everyone deserves is second to none – this stems way further than the walls of Mindshare and she's a consistent driver for change. Putting endless amounts of time applying herself into championing causes others perhaps overlook. From gender and race equality, to supporting those struggling with Mental Health. Emma is a real inspiration and I feel very lucky to have worked alongside her.

5) She played such a big part in getting the women's network off the ground at Mindshare. She is hugely passionate about what it stands for and I know she is the perfect person to have leading

this. She's generally one of the kindest people to work with at Mindshare and so much fun to be around. Mindshare is lucky to have her!

### **Eve Rees**

1) She is disciplined, hardworking and loyal and doesn't receive the recognition she is due often enough. She is also great fun and has great perspective, she makes everyone at ease and is an excellent judge of character. She has the potential to be an excellent female leader one day if she continues to receive the recognition she deserves!

2) I'm endorsing Eve because is a shining example of how to be resilient and adapt to change in an age of uncertainty. She moved jobs last year from client servicing on Booking to digital planning on Dyson and was quickly thrown into the deep end to roll out a new way of working. Never afraid to challenge her clients to drive media best practice, Eve fosters a culture of compassion and inclusion with all the teams she works with, doing it all with a smile on her face.

**Evie Clifton** - Evie is one of the brightest and hard-working account managers I have come across at Mindshare. She is highly ambitious and in just a year I have seen her go from strength to strength, equally getting a noted promotion on the way. Evie has recently gone through a tragic personal event and the bravery she has demonstrated throughout has been truly inspiring.

**Ewa Solarz** - Ewa's contribution to developing the Outcomes model on Dyson has been incredible. She joined the team in the middle of a Global pandemic, created a new team culture and delivered phenomenal business results with her team. Her knowledge and attitude is incredible, she is a team player who is always around to help no matter how busy she is.

### **Fleur Stoppani –**

1) Fleur has the most infectious energy of anyone I've met at Mindshare and is without a doubt the warmest & most welcoming person. I've recently returned to work after a year off and have felt quite anxious about it. Fleur made me feel confident about the things I'm capable of. Talking to someone in leadership is often a daunting thought, but not Fleur. It just goes to show that not only is she incredibly talented and hardworking, but so encouraging and truly wants to see people grow and achieve greatness. Characteristics of a legendary leader!

2) Fleur is a strong, independent passionate woman who is always championing gender equality and breaking down the barriers of gender stereotypes. She is an inspirational, influential leader - a real asset to our business.

3) For being an all-round inspiration in everything she does! Her help on launching and leading the women's network has been unbelievable, and I have learnt so much from her along the way. Through starting off as my mentor, I continue to be mentored and inspired by her in so many ways every day, and I am incredibly proud to work with her.

4) I have had the pleasure of knowing Fleur for a number of years and she is incredible. She has reached unbelievable heights and always has an opinion to share, she is a great mix of being empathetic but also providing clear and concise direction. One person once said that you will sleep easy if you know Fleur is on your account, MS UK will be assured that she is now at the helm steering the ship.

5) Fleur is a constant inspiration she is both highly effective and always personable in everything she is involved in. In particular for me personally Fleur hands down deserves this nomination because she has been nothing short of amazing in supporting me in a personal situation which no manager should ever have to deal with. She was immediately supportive and offered continued support and compassion which made a huge difference. With this support I was able to cope and focus so much better and I am forever grateful.



## **Francesca Doronzo –**

1) She grew Dyson B2B and won COS! She is incredible and always goes above and beyond the task.

2) Fran is absolutely a treasure to work with, she is always enthusiastic and takes great pride in her work. She supports her team and has been getting great feedback from her clients on what she has been delivering. Always smiling and helping others to remain motivated.

**Gemma Britton** - Gemma has been instrumental to building both client and M&S relationships with Tiktok - including by helping us get the first creator content campaign across the line. Gemma is fiercely attentive, and her actions deserve some recognition

**Gemma Quinn** - The powerhouse behind TK Maxx and Cotswolds analytics. She has quietly been improving processes and efficiencies across her accounts. After all her hard work on clients, she somehow finds time to raise the morale of our whole team through her boundless enthusiasm as "social sec" for our team.

**Georgina Williams** - George is incredible. She is truly lovely and nurtures a real team spirit within Volvo and within her agency team. Her dedication to Volvo is commendable and she has driven great business success through her hard work and galvanising the team through incredibly difficult periods. She is one of the loveliest clients to work with and someone that I would call a true friend too. All of MS love working with her and she has managed to help build a reputation of Volvo being one of the best accounts to work at within the agency.

**Hannah Cunningham** - Hannah is one of the hardest working individuals I know. Her infectious energy and approach to work makes her a pleasure to work with and one to look out for in media!

Hannah Stroudley - Measured, consistent and a creative thinker - Hannah contributes in a myriad of ways to the agency's progress and success, above and beyond her role. Wise counsel to anyone who works with her.

## **Hannah Timmins –**

Whilst working with Hannah, she's open yet authoritative, an inspiring people manager who staff fall over themselves to work for and lastly a utter professional who conducts herself with grace. A woman that I look up to!

I think it's a breath of fresh air to see someone so successful also prioritise her family. I know if shouldn't be a "thing" but it's truly lovely to see and gives me hope to have them both and not have to sacrifice a successful career.

**Harmeena Nijhar** - Meena combines great dedication to client objectives with a modern day understanding of how to lead a team. Feedback from all stakeholders (inside and out of the business) is consistently high and is a key reason why Meena is pivotal in helping shape the direction of the department

**Harriet Finnigan** - Harriet's raising the bar for all of us and I learn so much from her every day.

**Helen McRae** - Helen has built a career, and reached stunning heights, in an industry that (when she started out) was far from supportive of women. Now she is a pre-eminent voice in the world's most successful media agency network. And a human and inclusive personality.

**Jacqueline Chen** - For her incredible dedication to delivering amazing analytics on Dyson, Volvo and Unilever. She also finds some "spare" time to develop our analytics package. Always puts her hand up when there is an analytical challenge.

### **Jade Behr –**

1) Jade has transformed the visibility of Amazon within our business and constantly challenges us with the potential of Amazon as a platform for exciting and outcome driven ideas. She has brought together their offering and has ensured they are a partner that is front of mind.

2) Jade is incredibly open, honest and great at actively listening. Equality has been a passion for her throughout her career, driving numerous initiatives in her roles. She is full of positive ideas and makes things progress. Her energy and approach are driving the Mindshare and Amazon relationship into exciting new territories.

### **Jade Wood –**

1) Jade does fantastic work, really innovative and is always so organised even when being involved in so many complex and incredibly different projects.

2) I think she is very humble and modest about her intelligence and achievements, where others wouldn't be. I think she is making a difference in the workplace without even knowingly doing so, which takes a very special person. And where she does knowingly do so it's with great passion. She continues to manage multiple different pieces of work effortlessly and her work ethos, constant strive to improve and learn more and her intelligence is quite remarkable.

3) Over the course of the previous year, Jade has not only begun managing a team but also set up the Declassify Collective group. She also always been a positive influence on all our team meetings and brings a certain spark to every conversation.

**Jasmin Weston-Smith** - Jasmin's acumen & drive in 2020 delivered the following: - Outstanding Client delivery (audits to prove) - on a couple of particularly tricky ones! - 100% team retention - progression to BD - Part of the Women in Business Collective Group - No team churn, a demonstration of her management - Development of the AV Coordination teams -...and some outstanding commercial success for the business (references on application!)

**Jessica May** - For Jess' outstanding contribution to Connections Planning over the last 18 months and her continued rapid development. Jess has a proven track record of excellence across three areas that are essential to our business: Growing our business (KFC pitch win); Future facing products (development of the template that became Mindsets Planning on Three); Happy clients doing great work. Jess is well loved by her clients for her smart thinking, simplification of the complex, and her drive to achieve great results.

**Jessica Tagg** - Jess is key female figure in the mobile ad-tech world, leading campaign delivery and innovation for Blis across the Group M patch. Jess always pushes to do the best for clients and is able to lead and manage difficult conversations across diverse groups of people. She's always looking to see how we can better campaigns, relationships and output across our clients. Not only is she great at her job but she also places importance on building firm and lasting agency relationships with people of all levels. On top of all this she's also a mental health first aider!

**Josie Ung** - Bringing unwavering positivity, intelligence and in-depth knowledge to an incredible number and variety of our clients and prospects. Recently Josie's input into the KFC team's work with the DSC has been crucial, directing us towards meaningful, actionable insights.

**Julia Ayling** - For the development of outstanding future facing Mindshare products including DX, Covid Tracker and Trends. Julia created products that provide incredibly useful, actionable insights both wide reaching and category specific. They continuously provide the answers to challenging questions, and allow us to lead proactive, smart, and forward-thinking conversations with clients.



### **Julie Bolsom –**

1) Julie does a fantastic job of running a fairly new team at Mindshare with limited resource. She is constantly coming up with new ideas on how to develop the team, make the team known and show off our best skills. She can spot talent from all areas of the business and is an inspiration for anyone who is looking to grow their career. Though she is a busy mum she still takes the time to look after her own team, especially as we've all had our own struggles in adapting to this new way of working. She was also instrumental in running the half term kids activities on her week off- I don't know if she ever switches off!

2) For organising and getting her whole family involved in setting up and running a range of fun activities for Mindshare Kids across the half term week and helping to keep her colleagues sane

3) Supporting others is something which comes so naturally to Julie. She has helped so many mothers returning from maternity leave by connecting them with other mums and building a community amongst Mindshare women. She was instrumental in my return to work and has always "been there". She also thinks of others outside her own department and provides a mentoring role for many. Julie is a true mother taking others under her wing and caring, allowing women to strive in their career whilst also balancing their other job, being a mum.

4) Julie has been phenomenal this year. Her contribution towards the parent's collective has demonstrated Julie's passion and commitment to make a better place for all working parents. Julie has gone above and beyond for this cause and really shown how much one can make a difference to so many other people.

### **Juliet McCutcheon –**

1) Juliet is amazing at her job. She really stands out in a quite aggressive field where you normally see women adapting more "male" behaviours. It's such an inspiration to see that Juliet stays her authentic self and in doing so delivering an extremely valuable partnership for Mindshare.

2) I am nominating Juliet because she has been key in driving Channel Factory's incredible success in the UK.

**Karen Saba** - I'm nominating Karen because throughout the years she has driven many amazing initiatives for equality (for all), either this was Diversity Week (2019), Roots, or specific research workstreams - I had particularly enjoyed "The rise of Rebel Woman". Her efforts in Mindshare have been continuous, consistent and the output of her work is always fantastic!

**Kate Wall** - Kate has been at the very centre of driving KFC's business forward despite the constant challenges of Covid. As Head of Advertising, Retail and eCommerce, Kate helped lead KFC successfully out of the first lockdown as the very first of their sector to reopen, leading to significant SOM gains that were sustained long after the competition followed. Government regulation and rapidly shifting consumer sentiment meant that KFC had to continuously adapt their operations and communications last year, staying absolutely in tune with the mood of the nation. Kate did an outstanding job helping to navigate KFC through these challenges.

**Katherine Ly** - Katherine is the epitome of hard work and perseverance. Despite everything that is thrown her way whether professionally or personally, she takes it in her stride with class and grace, seeks solutions to overcome it and never allows it to falter her character. The true definition of selflessness, she is never too busy or unwilling to help those who reach out to her. Constantly challenging herself and holding others accountable where appropriate. Regardless of age, gender, or job title, we can all learn something from Katherine on how to be.

### **Katy Allison –**

1) Katy is great at balancing a demand for high standards as well as allowing some fun and creativity. She is a great female inspiration to work with.

2) Katy is leading an all-female team at M&S, doing a fantastic job in implementing all paid media campaigns, and finding new, innovative solutions for M&S products.

**Kinga Karpierz** - Kinga has been a dream to work with. The partnership we have built between Mindshare and Channel Factory would not be where it is today without her amazing hard work. She has helped to streamline our YouTube campaigns, making sure our ads appear on brand-safe content that is contextually relevant for clients. Her hard work and dedication when it comes to last minute requests and placement lists has not gone unnoticed.

**Kirsti Wenn** - Kirsti has so many qualities that inspire those around her. She adds clarity, process, no nonsense and her dry wit to all situations whilst driving significant change for us as an agency in a short time frame.

**Kristiina Railo** - Kristiina is a driving force within the agency for marketing and New Business. She challenges the agency to think and do things differently and always gets it done.

**Laura Kitching** - Laura came back to work during the pandemic last year and has taken everything within her stride. She is incredibly hard working and always there for any team member. Clients and her team love her, she contributes to much of them and the wider agency. Her contribution has been incredible within the last year and we are so lucky to have her back. Laura is hugely talented at what she does, and I think will have a flourishing career.

**Lauren Clark** - Lauren is an invaluable part of the M&S team, she challenges the team and clients whilst also bringing her dry wit to every occasion!

**Lea Meszarosova** - We need more women in data and Lea is a role model to future generations. She constantly challenges herself and the team and her relentless dedication to finding the best solutions means we deliver better work to our clients.

**Lindsay Jackson** - Lindsay has brought a breath of fresh air into the agency. Her passion for driving talent and transforming the relationship HR have within our business.

**Louise Craft** - Louise is such a strong woman. She constantly carries more work for the team to take pressure off others. She is extremely caring and such a big asset to the whole paid social team.

**Lucy De Boltz** - Having worked with Lucy for the best part of 2 years, she embodies the (often overused) term, collaboration. Lucy has developed deep and long-standing relationships with not only the staff of Mindshare, but our clients, often supporting us directly on how Verizon can meet and challenge our client's business needs. Her strong experience and solution focused attitude make her an absolute pleasure to work with. Regardless of the vertical our client sits in or the KPI's we need to meet; Lucy has a response which is always well thought out and makes complete sense.

**Lucy Linacre** - Lucy has transformed our ways of working in commercial finance. She is collaborative but focused. Has built phenomenal relationships across the agency and has undoubtedly improved the financial acumen of many within our agency

**Magdalena Legosz** -

1) I am nominating Magda as she consistently looks for exciting and innovative ways to improve performance for KFC with a key focus on data driven testing. This helps us drive our campaigns to the next level.

2) Magdalena is the definition of a partner. Since joining KFC in a new role as Performance Marketing Manager she has worked with Mindshare in true collaboration to drive the most efficient results possible for the brand. It is evident that Magda is knowledgeable across many digital disciplines and uses this knowledge to drive efficiency and push the boundaries. Magda is always

keen to test new initiatives, learn and innovate, allowing KFC to pioneer within the media space. On a personal note Magda a pleasure to work with and great to be around.

**Maria Blanc** - Has quietly been delivering the next generation of our analytical toolkit - taking our modelling package to the next level, deploying optimisers, test-engineer and TV boost. Has been critical to our development efforts in Marketing Sciences

**Mia Towfiq** - Mia is a complete pleasure to work with, loved by colleagues, clients and media partners alike. Her positive energy is reflected across her team and through her work - a complete asset to the media industry.

**Mireie Galvez** - Has done a great job on YBS and has gained the respect of her clients. Has also been working with Mediacom and has flown the Mindshare flag by distinguishing herself through her hard work. A Huge asset to our team!

**Natalie Hawkins** - Natalie is positive, cheerful and extremely hard working. She is a great example of a female inspiration.

**Nerupa Kidnapillai** - Nerupa has continually thought of ways to incorporate data science into our Business Consultancy Team, from including data science within projects to running a Data Science Community Call. As a male dominated field of work, I find this extremely inspiring as Nerupa encourages other women around her to get involved in data science initiatives, breaking away from the norm within the industry.

**Nicole Kelly** - Nicole is a part of an all-female media team at M&S, and is integral to the implementation of all social and digital campaigns.

**Olivia Joy** - Liv is a powerhouse and is a brilliant team leader. She pushes her clients and drives the team to deliver exciting work. She is a complete Joy to work with!

**Priscilla Dolladi** - I am nominating Priscilla as since she has joined our team, she has been an amazing member who has really embraced all things Dyson and puts her all into making her team feel supported and motivated. She is an all-round fantastic woman who is an inspiration to all women in the industry.

**Rachael Brown** - Rachael is a phenomenal marketer, she is one of the youngest Marketing Directors Globally for Dyson. She shows a great amount of passion and tenacity in her role, doing it in a hugely personable way. She is an absolute pleasure to deal with and has a bright future

**Rachel Coffey** - I'm nominating this person because she has so much electricity and passion for her job, you can tell that she was made for this. Every time I am around her it makes me want work hard so that I can be as excellent as her, which by far is not an easy challenge.

**Rebecca Dawson** - She is a remarkable person. She is always there for you. Truly a team player. I think this quote from Coco Chanel describes her so well: "A girl should be two things, Who & What she wants."

**Rebecca Stafford** - Becca strikes the balance between being extremely knowledgeable, brave and supportive. Her genuine interest allows our broader teams to fully engage with her.

**Rejoice Ojiaku** - Rejoice is a big advocate of improving diversity in the workplace. She created a digital platform to support young black people that want to start a career in digital marketing.

**Roisin Phelan** - For consistent delivery of outstanding work, achieved by setting effective processes/timelines for her teams, developing great rapport, and approaching all plans with a high degree of intelligence, energy and dedication. Rosh is a brilliant team leader who has had a hugely positive impact on the early careers of many Planners from AE to AD.

**Ros Shakir** - Ros is an incredible planner who has fantastic planning and management skills. She is hugely empathetic with her team, whilst also driven to ensure she always delivers brilliant results. She strives for the best and I believe will have an amazing career. She is someone the rest of the agency can learn a lot from

**Rosie Kitson** - A champion of purposeful thinking and collaborative ways of working. Passionate, committed, courageous.

**Sama Nogd** - Sama is hard working and knowledgeable. She wants the best for the team and is extremely motivating.

**Sarah Baker** - Sarah has a true challenger spirit, she takes on the challenge of transforming clients that need it, she throws herself into difficult situations and leads the solutions. She challenges herself to develop and creates teams that love and learn from working with her.

**Sarah Chow** - Sarah made such a transformation in the last year. As it is unfortunately quite common amongst women Sarah was quite reserved and did not trust in her own abilities. It was such an inspiration to see her grow in confidence, taking lead on projects, presenting to clients and the whole department, and generally trusting in her whole abilities.

**SarahJane Ashley** - SJ continues to be a role model both in our department and within the wider agency. A font of industry knowledge and always generous with her time she's deserves to be recognised for her leadership and contribution to her clients and the agency.

**Shachi D'Silva** - Shachi is one of the most driven, knowledgeable, and inspiring women I've had the pleasure of working with at Mindshare. Her knowledge of the digital landscape is unparalleled and thus she is a driving force behind women in data/digital, and a vital member of the digital team.

**Shannon Howard** - Shannon is an incredible member of the agency. She works so hard to meet client deadlines and always goes above and beyond; she is also a fantastic person to be around and always brings a great energy and attitude to the team. Shannon deserves this incredible recognition.

**Sharon Dhillon** –

1) Sharon has been driving change in our agency for women through her back in the game initiative to help those returning to work after having a child ensuring that Mindshare supports its staff at this critical time. She has also been leading the new working parents' group which has had a huge impact.

2) Sharon has dedicated the last two+ years to supporting women in their return to work after having children. She identified the need, developed the solution (Back in the Game), and continues to drive the momentum.

**Sharry Cramond** - Sharry is an inspiration to everyone, her drive and commitment is second to none. She creates a team culture based on bravery. On a personal note, her challenger spirit is infectious, she makes the impossible feel possible! A brilliant client.

**Silvia Santos** - Silvia puts herself last quite often. She's the primary carer and breadwinner at home, runs the Audiences team and makes time for them all, listens, guides and coaches them; and has forged tight and trusting relationships with clients. She deserves to be recognised and celebrated for her incredible achievements and to be reminded that she is awesome and can (and should) put herself first sometimes.

**Sinead O'Brien** - Sinead is incredibly hard-working and has an infectious energy that makes her amazing to work with! Her dedication to the work she does across her accounts is inspiring and it's so exciting to see her go from strength to strength.

**Sophie Harding** - For leading the production and roll out of the outstanding Trends series which allow us to lead proactive, smart, and forward-thinking conversations with clients.

**Sophie Robinson** - Sophie always challenges what is possible with her creative thinking. She makes the strangest and most exciting things possible, allowing us as agencies to deliver more exciting and challenging work to our clients.

**Stefania Agresti** - Stef is phenomenal, she has just bounced back into work from maternity leave and is smashing it.

**Susannah Outfin** –

1) Susannah is an extremely inspiring yet personable leader. Always leading by example. Susannah challenges you to be a better person, not just better at your job.

2) Susannah is one of the incredible Client Leads I have ever worked with. When I first met Sussanah in the Dyson pitch a few years ago I was blown away with her professionalism, her approach and the way she managed a room full of 60 people. She is an incredible talent to go in and command a room, adapt a pitch story to the audience and forge fantastic relationships. She has turned around a hugely challenging client relationship and transformed the team. She is unbelievably talented and people can learn a lot from her

**Tamara Rowan-Hamilton** - Mara goes above and beyond for all and is a great asset to the MS team!

**Tisharn Johnson** - She is such a talented and lovely person. She's not afraid to take challenges. We will hear from this remarkable young lady in the future.

**Vannessa Bruce** - Vanessa is an amazing strong woman and she takes absolute pride in her work as well as ensuring she is there for her team. She is always trying to support the wider business with logical solutions and input.

**Victoria Cook** - Vicky has been an integral part of Mindshare's Business Planning team for over 10 years leading consumer research. She has always pushed both our 'purple people' and our clients to do original, creative research that makes sure we remain relevant, provocative, close to our audiences and connected to GroupM. She was vital in creating an inter-agency GroupM group feeding the data behind our media tools and representing Mindshare in the GroupM Audience Synergies initiative. She has been content being in the background never seeking recognition for her achievements and it is certainly time she gets it!

**Yasmin Heialy** - Yasmin has been a pleasure to work with over the past year. The partnership we have built with Tiktok would not be where it is without her dedication. Her hard work when it comes to troubleshooting, reporting or setting up last minute Tiktok campaigns has not gone unnoticed!