

# MIND



**International Women's Day / Tuesday 8th March 2022**

# Mindshare Nominations

# SHARE

# A

## **Abbey Taylor**

Abbey is a pleasure to work with and will always put a smile on your face. I know she has a bright future ahead of her in media and she deserves to be celebrated for her amazing work ethic!

## **Abharna Anandakumar**

Abharna has taken on a very difficult role in a difficult time with huge shoes to fill. During this time she's always been positive, kind and great to work with.

Abharna is a phenomenal women who has been juggling two jobs for the past several months after losing the Mindshare CFO. She inspires the whole team to deliver an exceptional service whilst ensuring the teams reporting is transparent and accurate. She supports each individual, makes time to ensure no one is over working and makes sure everyone is well looked after. She is a role model for all women. With the added pressure on Finance, Abharna accepts any challenge that comes her way.

## **Abigail Cork**

Always cheerful, happy to help and has dedicated a lot of time developing my skills.

Abi is such a hardworking and dedicated team player. She goes above and beyond to help her team and is always so supportive. Her contribution to the Women's Collective this year has not gone unnoticed.

## **Agnese Bluma**

In a relatively short time Agnese has made a major impact on our data strategy and thought leadership to Unilever, opening new conversations and initiatives that she is driving to land in market. A real inspiration.

## **Ailsa Lochrie**

Ailsa is an expert at delivering successful business plans for clients and the agency. She is a force to be reckoned with and represents the female voice in many male dominated areas.

## **Aimee Richards**

Aimee's empathetic, positive approach inspires the best output from everyone. Always eager to learn and try new things with the rarity of being totally honest if things don't work as expected. Aimee's high achieving attributes builds trusting relationships where we can all be our true selves and be our best.

## **Akila Kumaravel**

Akila is Mindshares BI expert. She has challenged herself to be a visible leader in this space, including building a BI community. It's so exciting we have such a brilliant and passionate woman lead our dashboarding capabilities and become a visible lead in this space.

I would like to nominate Akila in recognition of her unfailing reliability in these difficult times. She's always kind and happy to help, and enthusiastically gets involved in projects to drive diversity and inclusion in the industry requiring special arrangements and forward planning.

## **Alana Pell**

Alana is the definition of a high achiever. She is smart, eager to learn and starting to step more into a leadership role. She is a great inspiration for any young women.

## **Alexandra J White**

Alex's commitment to her fellow female talent and Womxn has been a true inspiration. Despite a super busy role, Alex is always on lookout how to encourage, support and promote achievements our female talent in the group. She always goes beyond and above to contribute to the collective and individuals alike. True gem and absolute pleasure to be around!

Alex is brilliant. She is equal parts tenacious and super lovely. She has great enthusiasm and takes the time not only to listen to everyone but has the ability to problem solve on the spot too.

Alex is the driving force of the Womxn's Collective; she goes above and beyond to ensure we are driving change in the agency. She is an incredibly inspiring woman and I feel so lucky to be supporting her in our efforts for equality.



Alex creates such a positive working environment, I'm grateful to be part of her wider team. Forever supportive, with her organised and proactive approach she ensures everyone feels supported in order to give their best. generous with her time, approachable and understanding when it comes to work but also personal elements of life. Thank you Alex!

Alex has been an integral lead within our Womxn ERG ensuring the agency is held to account and doing the right thing to help the women in our business be the best they can possibly be. She is an infectious leader and I absolutely love working with her.

#### **Alexis Faulkner**

A phenomenal role model for us all not only as she is a digital ninja but also, she is a magnetic leader, who puts her people and their development first.

Alexis is the role model of female leadership and has empowered women all along her career. She always finds time for others and personally has helped me enormously in my own development.

#### **Alice Ansidei**

As part of a Roots Collective initiative, Alice helped co-create programmatic PMPs in order for clients to reach and support Black owned media outlets. She has a gift for cultivating and nurturing relationships both professional and personally; Alice strives to find a way to do things better for others.

#### **Alice Buckley**

Alice has started her career in media very recently but over the course of the last few months her attitude and willingness to succeed have made an impact.

#### **Alice Hopkins**

Alice recently volunteered to help work on a new business pitch during a period of time that she was already very busy across all her existing clients. She worked late nights and came in on weekends to help support, always with a smile

on her face and with constant enthusiasm which was much needed during a stressful period of time.

#### **Aline Aronsky**

Aline has a natural strategic, creative and innovative capability that has proved to be invaluable across a number of teams. Her willingness to dive in and deliver never falters. She is a bright rising star in our team.

#### **Allison Ehrhart**

Allison has been a fantastic partner in what turned out to be another challenging year for retail. She moved countries to take on her role in the middle of a pandemic which highlights her resilience. Her positive and planning mindset has been a great support to the Mindshare team.

#### **Alya Kubati**

Passion for her work is evident and infectious. She is extremely intelligent, conscientious and delivers her work with enthusiasm, which makes her inspirational and an absolute pleasure to work with.

More often than not, the quiet characters don't shout for the glory but Alya has STORMED it since she joined the Neo Insights team. Every single time she meets a client she leaves them enthralled and crying out for more of the amazing business insights she delivers for our clients. More than that she's an absolute star to everyone around the office, in lockdowns just checking in on people. One of the genuine stars of the show.

From the day Alya started working at Neo, she's been a breath of fresh air. She's always positive, up for a challenge, works hard and is charming. We are lucky to have her.

Alya has played a pivotal role in the Neo insight team and now leads a great team of specialists. She is an inspiration for her team and all the other women in tech.

# A

## **Amanda Le-Vesconte**

Amanda is very knowledgeable and always has time to help people out. She is a great role model for women as she is ambitious and able to hold her own in all situations.

## **Amy Binns**

Amy is everything you could want a client to be. She is tirelessly energetic, relentlessly positive, always open and a delight to work with (and it always 'with', not 'for'). As KFC's Head of Brand she is responsible for one of the most iconic of brands and thanks in large part to her calmness and spirit of collaboration that brand emerged from Covid enhanced and invigorated. Business is booming, her agencies all enjoy working on KFC and the quality of the marketing output is reaching new heights. Smart, industrious, delightful: any two will do, Amy is all three.

## **Amy Mongahan**

Amy is wonderful and extremely driven! Amy has grown tremendously since joining Mindshare and she always puts her hand up to help the team.

Extremely helpful and always a pleasure to work with, nothing to big or small is a problem for Amy.

Amy is an amazing person inside and out, who succeeds in everything she does! No job is too big or too little for Amy and always does everything with a big smile on her face. Keep up the brilliant work – you're fab.

## **Amy Wood**

Amy is a pleasure to work with, she is diligent and passionate about her job. She is appreciative of all of the work we do and is very determined to deliver great results for her business.

## **Anisa Husein**

Anisa joined our team this year and in challenging circumstances with lockdowns her presence and positivity was felt from day 1. She got stuck in straight away and has continued to go above and beyond in her role. I can't wait to see what is next for Anisa as she is a great addition to our team.

## **Anna Braithwaite**

Anna is a truly inspirational leader, setting clear direction in a way that feels like everyone is on the combined journey. She champions inclusivity and ensures there is strong representation of all diverse group in M&S communications.

## **Anna Mason**

Anna is such a lovely and positive person to work with. She is very reliable and always goes above and beyond to help others on her team. She will definitely achieve big things in her career.

## **Anneke Onwijn**

Anneke truly cares about everyone as individuals and always gives her time without question. She never expects anything in return, and this goes for her work as well. I think she should know how special she truly is.

Anneke is brilliantly business driven, understanding the details of media delivery but also able to map this to broader business goals. Due to this she is extremely high impact in what she does and loved by her clients and team equally.

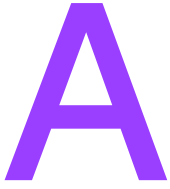
## **Anyke Scheele**

Anyke is fantastic at her role and a pleasure to work with. She is an expert in social and has supported key campaigns which have had brilliant results thanks for her planning and optimizations. She is always pushing the agenda to learn even if we fail. This approach is infectious, and we are very lucky to have her on the team.

## **Aoibheann Rothwell**

Aoibheann is always looking to drive inclusivity in the projects she works on and strives to get the best from all her peers. She's smart and tuned in to the world of media and her ambition and ethic should be celebrated.

Aoibheann is fantastic at her role and a pleasure to work with. She has delivered outstanding results to clients due to her expertise in planning. Her positive mindset has been a great support to the team. can't wait to see what is next for Aoibheann as she is a great addition to our team.



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**Azuree Montoute-Lewis**

Azuree creates a supportive work environment & highly regarded as a global leader in advocating empowerment for the underserved communities.

# B

## **Becky Cheall**

Becky is a force to be reckoned with and excels in her job every day. Her hardworking attitude will take her far and it is a pleasure to see her continuously progress and build her skill set whilst being a lovely person to work with as well.

Becky always makes time for everyone and is so supportive. Just a pleasure to be around.

## **Becky Power**

There's no more talented and passionate about her role at Mindshare than Becky. Despite the lack of resources, she always goes the extra mile.

Becky is a real force driving creativity within Mindshare and is one of those presences you always want in a room! Yes, it's about the brilliant ideas and work she produces, but her real enthusiasm and care for the work she does can't fail to inspire those around her too.

## **Bethany Livermore**

Despite only joining our team 5 months ago, Beth has thrown herself in at the deep-end and is absolutely smashing it! She gracefully steps up to every challenge and fully embraces opportunities as they head her way. She's one to watch within the Digital Marketing space.

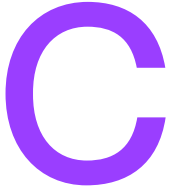
Bethany joined our team this year and in challenging circumstances with lockdowns her presence and positivity was felt from day 1. She got stuck in straight away and has continued to go above and beyond in her role. Her work on MAP has been exceptional. I can't wait to see what is next for Bethany as she is a great addition to our team.

## **Bettina Traurig**

Bettina is a great leader to her team. Always super supportive and fighting for their happiness - the social team is lucky to have Bettina!

## **Bhavini Parmar**

Bhavini has been amazing about challenging the bias around mental health. She has run the balance sessions which have been greatly received. She has helped people feel comfortable about speaking up about mental health. She has also helped educate people on the importance of listening and not just giving advice.



### **Caitlin Kelly**

Caitlin joined our team this year and in challenging circumstances with lockdowns her presence and positivity was felt from day 1. She got stuck in straight away and has continued to go above and beyond in her role. I can't wait to see what is next for Caitlyn as she is a great addition to our team.

### **Callie Buck**

Callie is a lovely colleague to work with & is always on hand to help when needed. She is super helpful and friendly. A great member of the team.

She is always so kind and helps others. She has a lot of brilliant ideas even outside of her own role. She is always keen to take part in different tasks. Absolutely brilliant talent in Mindshare.

You can always count on Callie to put a smile on your face. She goes above and always helping others. Callie is just a pleasure to work with.

### **Camille Nguyen**

Such a tenacious and ambitious member of the team, who has proven to be invaluable not just to the London planning team, but across borders with the NYC team too. Going above and beyond seems to come naturally to Cammie.

### **Carmen Grigore**

Carmen is a great colleague and superb partner to her clients. Her work ethic is second to none and clients call her "superhuman". She continuously strives for the best standards from her team, whilst coaching and nurturing their personal development.

### **Charla Cihan**

Charla has built the best Affiliate team in the business. She's a fabulous colleague to work with - candid, passionate and a bucket load of fun!

Charla is an enthusiastic and inclusive team leader for the affiliates team.

Charla is everything I aspire to be in a manager and leader.

She is the most approachable head of a department I've ever worked with and doesn't shy away from helping with any tasks. She's always happy to explain things and involves everyone in the process of problem solving.

Charla is an old time at Neo - she's been with the agency for around 11 years. She of course knows and understands everything about Neo, including the company culture, which she embodies. She has a strong work ethic, leads her team, and has a no-nonsense approach to everything she says and does, which is why we all love her.

### **Charlotte Bailey**

Charlotte is friendly and smiley, she has only been at Mindshare a few months and has made great relationships already. She is always positive & a great member to have in the team.

Charlotte has only just joined Mindshare, but she has fitted in with the team so easily and quickly, it really feels like she's been with us forever! Charlotte is hard working and generally such a lovely lady.

### **Charlotte Coape-Arnold**

Programmatic is one of the more complex areas of media buying and Charlotte has done the most incredible job with both Mindshare and Neo in helping our clients navigate the space. Her remarkable ability to explain complex media buying and audience targeting strategies, while never losing focus on the client's business objectives have made her a key partner to both our teams in-house and our clients. Credit to be given in helping us build a successful channel and happy clients.

Charlotte never fails to impress me with her ability to simplify the complex tech landscape of programmatic and relate the technology back to the business solutions our clients need. It's a very male dominated area, but her clear insights and excellent business brain makes her stand out when we partner on work.



### **Charlotte Dexter-Jones**

For her admirable work ethic and always striving to be the change we want to see in our industry, Charlotte is an inspiration to all women.

For her outstanding work ethic and achievements. She is a great role model for her peers, showing them what you can achieve with hard work and the right attitude.

### **Charlotte Goodwin**

Charlotte is part of an all female media team at M&S and she is lovely to work with. She is kind, motivated and enthusiastic.

### **Charlotte Ince**

Charlotte is a just such a joy to work with. She's a strong champion for innovation within the agency and her passion for it is infectious. She's proactive, energetic, full of good ideas and, above all, is really generous in sharing her knowledge with others.

### **Chrisa Chatisavva**

Chrisa leads from the front with a can-do, open-minded attitude. The open and progressive environment she creates makes a great team excel.

Chrisa is the best mentor anyone could ever wish for. Her hard work, amazing knowledge and compassion make her a tremendous leader and a massive asset to the company. I feel very lucky that I get to work with her.

Chrisa has been an amazing inspiration to every woman in the paid social team. She is not afraid to speak up and leading the way even in difficult times and always supports her team. She really shines through as a female inspiration.

### **Christianne Kemp**

Chrissie is a great Manager always eager to learn & support her team. She designed an inspiring programme for 75 Apprentices to learn about digital specialisms that was a huge success.

Christianne explores opportunities in all situations. She listens and considers opinions from every individual.

She is incredibly energetic always brings a positive energy to the table along with great ideas!!

### **Christina Hesse**

Christina is an expert in building actionable strategies to elevated clients' connections to consumers.

### **Claire Gleeson-Landry**

Claire is in an incredibly determined woman in our industry. Her passion for sustainability shines through her work at Good-Loop where she is pushing the boundaries of digital planning. I feel very lucky to call her a mentor and wonderful friend.

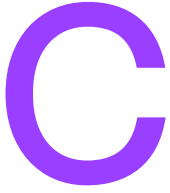
### **Clare Wallis**

I worked with Clare during my time on the Meta account and having not previously had a female boss (and being a woman myself) I found her to be such an inspiration. She ensured we all felt super supported and was always on hand to answer any questions we had, whilst also giving us the freedom to lead out assigned business units and be the main point of contact.

Clare is an inspiration. She is a wonderful client lead who get the complete trust of clients. She is great with teams by creating collaborate and fun environments to get the most out of everyone. Finally, she forges her own path, taking passionate interest in others and but also dedication to what she enjoys.

Clare goes above and beyond in creating an open, transparent, and inclusive team culture in catering for everyone's individual needs. She seeks out to ensure we feel included in every aspect of our role, and as a new mum she has welcomed me to the team with open arms and support more than I would ever have expected. Thank you so much!





**Claudia Noto**

Claudia is an all-round lovely person, a super hard worker, and a pleasure to work with. I have really seen her come into her own since joining the company, she continues to go from strength to strength and I can't wait to see her continue this progression.

**Clemmie Marcel**

Clemmie is not only incredibly strong at the technical aspects of her job, but also a fantastic leader and team player. She's always one step ahead, anticipating what needs to be done and putting a plan in place. We'd be absolutely lost without her.

Clemmie is an incredible asset to the Unilever and Planning team at Mindshare. She is an equally inspiring manager who always finds the time to support her team and ensure they have the opportunity to grow. I'm pretty sure she is a superwoman as she juggles her job, baby, house renovations and side hustle where she is a magistrate's judge!

Clemmie is a superwoman! She is the most inspiring manager with her ability to manage multiple things both in work and outside of work while still being the most impressive planner and dedicated team member.

# D

## **Dallia Herrtage**

Effervescent and results oriented, Dallia has brought significant improvements to the UL media business, breathing new life in the comms planning approach and raising the bar in expected delivery.

## **Deborah Harper**

Deborah is brilliant at her job (leading Unilever across Europe) while being brilliant at all that comes with heading up Mindshare Collective and Roots = all of our agency's inclusivity efforts. D&I has been a focus for the industry of late and Deborah has done tremendous work with our ERGs, with changing fundamental policies AND with the work we do as an agency - making our planning and buying more inclusive which is just good planning.

Debs has been the driving force within Mindshare helping us become the most Inclusive Agency in the UK, for our agency and clients. Her passion and pure brilliance means that people want to follow her lead and want hear what she thinks.

## **Deirdre Houlihan**

Deirdre is passionate about equality and discrimination. She helps drive change and will always challenge inequality.

# E

## **Eleonora Scorti**

Being independent, brave, supportive, catalyst in a group.

## **Elisabeth Menze**

A high achieving leader, with experience and capabilities that have catapulted the Mindshare eCom offering to UL to the next level across the globe.

## **Ella Davey**

Ella goes above and beyond to shape and drive our inclusion offering across the agency, touching multiple teams with internships, government initiatives and external business partnerships geared towards equality and inclusion for those with disabilities.

She is dedicated to making a change and ensuring our work environment is inclusive for everyone.

She is leading the Enable ERG with so much passion and commitment. She is a strong supporter of equal opportunities, especially in terms of educating teams about hidden disabilities and how neurodivergent minds are essential in a truly diverse organisation (that we aim to be).

Ella's passion, effort, and non-stop energy in leading Mindshare's Enable erg, championing inclusion for visible and invisible disabilities, is truly inspirational. She has established some high impact initiatives in the business and is setting an amazing example that will make real progress in our industry for years to come.

Ella has done an absolutely phenomenal job of leading MS Enable, being the driving force behind everything we have achieved as an ERG. She has managed balancing championing diversity as well as excelling in her own personal career and deserves so much recognition for these fantastic achievements!

## **Ellie Williams**

The most helpful person in Mindshare, hands-down. Ellie goes above and beyond to support not just the ERG teams, but across client teams and the wider agency, with marketing fantastic initiatives. An awesome team player.

Ellie has been a great support ensuring that WW continues important cultural initiatives. This includes newsletter, organising Balance week, supporting The Collective and

supporting awards entries for our team. She is an amazing asset to our marketing team!

## **Elodie Michel**

Elodie leans in to help her colleagues and clients, regularly going above and beyond. She keeps stakeholders in check and to process, always with a smile and sunny disposition.

## **Emily Folkes**

Emily is incredibly talented. Her energy and passion for support women is infectious. She has great ideas which she puts into action to provide support. She organized a Women's Safety Workshop with an expert to ensure we all have practical advice in disturbing times for women's safety in London and beyond. She is incredibly talented and her leadership on Womxn highlights how lucky we are to have her at Mindshare.

Emily is a really inspiring person to be around. She genuinely really cares about the people in her team and really drives them to be the best they can be. She has such a positive outlook on life and works extremely hard.

Emily's enthusiasm and professionalism make her a great person to work with. She's always got a big smile on her face, and ready to tackle any task!

Extremely dedicated line manager who loves her job and the company.

Emily brings so much energy and positivity to everything she does. We're absolutely thrilled to have her back on the Unilever team. She's not just great at the areas of the business that she touches directly, but her good humour and helpful attitude have boosted the entire team.

I can think of no one more worthy than Emily to be celebrated on IWD. She is so hardworking; she is a delight to be around, and she is an incredible asset to Mindshare. She's had an amazing year with a well-earned promotion, and I couldn't be prouder of her!

This girl can and this girl cares. Emily gives 110% to all that she does, and she is always striving for the next level. Her work on with the Women's collective is invaluable and shows her commitment to champion others in the agency and encourage them to push themselves in the same way.

# E

## **Emily Gaunt**

Emily brings a lot of energy and enthusiasm to any projects she works on! She has a brilliant can-do attitude and a pleasure to work with!

## **Emily Goodyear**

Emily always understands challenges. stays cool when handling stressful situations and treats people equally.

Emily combines excellent product knowledge with deep business understanding. Due to this she is a highly in demand by clients and for internal work alike. She is an innovative thinker and know how to make projects happen to have business impact.

## **Emily Rowland**

I would like to nominate this person, as not only is she killing it in terms of her work and is loved by her superiors and clients. But she is a great mentor and friend to her colleagues around her. Emily takes the time to understand other aspirations and dreams and offers her advice & time to support others in and out of working hours. From personal experience, Emily pushed me to put myself forward in different opportunities which landed me in my new role at Mindshare. Emily also dedicates her time to two ERG groups (Enable and Pride) and took part in the Employ Autism Internship in 2021 and sat on our ERG panel discussion at Huddle. It's an honour, working alongside Emily and I wish more people at Mindshare supported each other the way Emily does.

## **Emma Hodgson**

Emma is an absolute pleasure to work with and has the ability to upskill at a remarkable rate. A true inspiration as a woman in STEM as she pursues her postgraduate degree in addition to outperforming her current role. A true asset to Mindshare and the team!

## **Emma Li**

Emma is a great person to work with and her drive and commitment are second to none. I am very proud to see how she has grown in her role in the last 3 years she worked at Neo & Mindshare.

## **Emma Saksena**

I'm yet to meet anybody that doesn't love working with Emma. She is an empathetic and inclusive leader who treats her team and agency with great respect. She is also incredibly intelligent – one of the strongest practitioners I know, who is passionate about driving positive change in our industry.

## **Emma Stears**

Emma is a fantastic leader, not only for her success in all that she does for Mindshare, but for her generous sharing of time and expertise, which supports and empowers the team she leads. Emma is hugely respected by clients and colleagues alike, and the agency simply wouldn't be the same without her incredible contribution.

## **Erica Beer**

Erica is a super star. Super innovative, pushes boundaries and delivers fantastic results. A rare combination of strategic creativity, technical expertise, and superb client relationship skills.

Erica works hard on our client accounts and often brings a fresh approach. She also helps with our Instagram account and has given it a new lease of life. She's lovely to have around and makes it a pleasure working at Neo.

I am nominating Erica because I think she is simply amazing in the work that she does and has always been around to help others. She is always so cheerful, friendly and knows what she is doing, she excels at whatever she does, definitely a super woman!



### **Evie Clifton**

Evie is certainly one of the rising stars of our industry. She's managed to progress quickly to a very well-deserved AD role and is already demonstrating tremendous leadership qualities. Previously, as an AM, she was covering for both AM and AD roles, confidently presenting in front of senior clients and making sure the work isn't dropped despite tight resource.

Evie has recently joined our team and I've been so impressed with her proactivity and can-do attitude. She's put herself forward for a number of projects, including organising and presenting at an event for over 100 clients.

Evie is an incredibly hardworking and determined woman. Her success across 2021 are so well deserved and I can't wait to see where she is heading next in her career. I feel very lucky to call her not just a colleague but also a friend.

Evie is a social expert but brings so much more to the agency. She brings passion and enthusiasm in buckets! She is a future leader in the making.

Evie is such an inspiration, her journey from Account Executive to Account Director in under 3 years is so mind-blowing but extremely motivating. This partnered with her outstanding drive and passion in her extra circular activities makes me feel extremely lucky to not only call her my mentor but a great friend! Such an inspiration and a lovely person inside and out!

### **Ewa Solarz**

Ewa has done an excellent job driving strong performance for Dyson across 3 channels and 16 markets. She shows herself to be extremely resilient & professional always delivering with a positive approach to all that comes her way. Ewa is always available to support the client and the team.

Ewa has successfully led the Delivery team over the last 2 years delivering excellent results for the client business.

# F

## **Feriel Brahi**

Feriel joined our team this year and in challenging circumstances with lockdowns her presence and positivity were felt from day 1. She got stuck in straight away and has continued to go above and beyond in her role. Her work on MAP has been exceptional. I can't wait to see what is next for Feriel as she is a great addition to our team.

## **Fleur Stoppani**

Fleur is about 1 year in as MD here at Mindshare UK and every single day I am impressed by just how great a job she is doing. The MD role is SO varied and how Fleur manages to do it ALL is simply incredible.

A phenomenal leader who consistently drives change. She always works hard to challenge stereotypes and bias. She is very forward thinking and always encourages inclusivity.

Fleur is a great leader who brings so much energy. She opens doors for people even if they don't work for her! She is a true leader doing this for others. And she gives the best hugs to make you feel more like a friend than an employee. A great person to work for and learn from.

We are so lucky at Mindshare to have such an inspiring, approachable, and caring MD. Fleur has been an incredible mentor to me across the past few months; she is always there to listen, and her support has enabled me to push myself in my own career.

## **Francesca D'Oronzo**

Fran's ability to make sure integration is at the heart of every project is great. She's great to work with and has a real passion for upskilling newcomers to build confidence!

Since I have joined Neo, I have seen Fran not only grow Dyson B2B from a relatively small account to one of the largest cross channel clients at NEO in 2 years, but also serve as a great mentor to me on a career and personal level. She has significantly improved my contribution as an employee and drives me to develop, be better every day.

Francesca has the rare combination of in-depth technical knowledge, strong business acumen and excellent relationship skills. She is a natural born leader. Her kindness and drive to do the right thing shines through.

## **Francesca Davis**

Fran is friendly and smiley, she has only been at MS a few months and has made great relationships already. She is always positive & a great member to have in the ops team.



### **Gaenor Lewis**

I chose this person for two simple reasons! (1) For her vibrant & effervescent personality. Gaenor has an attentive & thoughtful nature, she is resourceful & demonstrates natural ability to treat any concerns in a sympathetic, kindly & understanding manner. (2) I am confident & have great trust in Gaenor's competences to perform her role Her warm approach & attitude to life doesn't end with the office work, she shines when it comes to developing good skills & interactions with the clients, staff etc she knows just how to puts them at ease & make them feel welcomed.

### **Gemma Holmes**

Gemma is super smart but combines this brilliantly with also being incredibly approachable and a total team player. It's a pleasure to have her as a client and she always brings positive energy and enthusiasm which drives the whole team to deliver our best!

### **Gemma Wiggins**

Gemma drives business results with any clients lucky enough to have her on their account. She built out data driven strategies, landed in business measurements, with KFC and became invaluable to the team. Her ability to understand the real business challenges and find solutions for them allows her to have incredibly high impact.

### **Guoda Seporaityte**

Guoda is an exceptional in every way. She is a great leader to her team and is highly regarded by fellow colleagues and clients for her eye for detail and knowledge. She is smart, kind and always carries herself with poise and elegance.

Guoda is a great female inspiration as she is not afraid to step into both typically female and male spaces. She studied Mathematics, was a professional dancer and while she loves her independence and adventures she deeply cares about her friends and family. Her ability to not be afraid to step into male dominated spaces without giving up her own style is truly admirable.

# H

## **Hannah Cunningham**

Hannah absolutely smashed it at Media Fight night- winning her fight, training like a beast all whilst juggling her busy role as a digital AD in the display team on Unilever. And not to mention doing this all whilst getting a promotion...there is nothing this girl can't do!

## **Hannah Kibble**

Effortlessly leading our JBP partnerships programme with Unilever, connecting teams across a very complex matrix and ensuring MS are an integral and well-respected go-to leader on the subject of JBP partnerships.

## **Hannah Smith**

Hannah is a total gem. No challenge is too much for her and she works tirelessly to produce the most amazing work.

Since starting recently Hannah has been so much fun to work with and puts 100% into creating brilliant designs.

Hannah is a great asset to the team as she is extremely outgoing and puts 100% effort into anything she creates.

## **Hannah Stroudley**

Hannah is amazing!! She always goes above and beyond, gets stuck into every task that's sent her way and is just a lovely person! You can always count on Hannah.

Hannah is absolutely amazing at her job; she is super friendly and always helpful. She goes above and beyond to help members of her team.

Hannah put a lot of effort and time to organise the mental health ally programme which she is very passionate about.

Hannah always gets involved in DEI and Mental health initiatives, she is passionate and loves helping to make positive changes.

## **Hannah Van't Hoff**

Hannah not only always gets the work done to the best of its quality, but she also does it with the most positive attitude. Her chatty and smiley demeanour adds such vibrancy to the working space.

From day 1 in the team Hannah's positive impact was felt by us all. She brings bags of passion, great ideas and always gets stuck in to help. She is a future leader to watch!

Hannah brings an infectious energy and work ethic that is second to none. Her proactive approach and willingness to do her absolute best for team and client alike are a reflection of her great character!

Hannah's work is outstanding. Not only being efficient but is always ready to help out clients and colleagues with whatever issue may rise. Social performance has been better since her work ethic and dynamic has been passed on to other members of the wider team. An absolute star.

## **Harmeet Arora**

Harmeet is slaying it in leading technology for the agency. Behind her modest approach is a highly intelligent woman who is at the cutting edge of media technology.

## **Harriet Finnigan**

Harriet is one of the smartest people I've had the pleasure to work with. She is a true strategist at heart and has an immense talent to simplify complex problems. She is collaborative, hardworking and inspiring and her work has been a huge growth driver of Mindshare's consultative services. She rocks!

## **Hayley Ballard**

Hayley is strong, inspiring leader for her team, championing people to achieve their best, while creating a truly welcoming, empowering and inclusive culture on her team.

## **Helen Walton**

Exceptional trading leader with an outstanding work ethic. Instrumental in a flawless pitch win on UL. A force to be reckoned with.





### **Ildi Molnar**

Ildi has managed to be a stable, driving force on our team, taking each new challenge in her stride and excelling in whatever situation she takes on. A true team player who's continuously growing and pushing herself to the next level.

### **Imogen Young**

Consistently champions other women on a male dominated team recognising them for their hard work whilst appreciating certain barriers they may face. Additionally, whilst being here for less than a year, has taken on the role of leading multiple work streams for one of Mindshare's biggest clients, a massive achievement.

In her short time at Mindshare, Imogen has brought a positive influence on our team. A true professional and an inspiration to work alongside. She has the ability to lift spirits through her positive attitude, which has been extremely valuable through what has been a tough year! Imogen is incredibly hard-working and a great asset to the team and Mindshare by strengthening relationships with key account stakeholders.

### **Ines Querido**

Ines is fantastic at her role and a pleasure to work with. She has delivered outstanding results to clients due to her expertise in search. Her positive mindset has been a great support to the team.

# J

## **Jacqueline Chen**

She is an unbelievably kind & selfless colleague and will go above and beyond to help when needed. A real role model!

Jacqui is a key member of the Marketing Science team. She consistently delivers high quality work and is endlessly positive even in stressful situations.

## **Jade Wood**

Jade is an absolute superstar to partner. She is incredibly smart but makes tools and technology approachable and inclusive. She is an aspiration for women in Tech. She is incredibly talented, and I hope our paths cross again.

## **Jane McMillan**

Jane is an incredible marketer which shows in the brilliant work (creative and media) that Warburtons does - all led by Jane. But what's also incredible is how Jane leads her team and the agency teams. Jane makes everyone on the entire team feel part of a family, THE family and the whole group always wants to do the best work of their lives for her.

## **Jasmin Weston-Smith**

Jasmin shortlisted in 2021 for 30 under 30 (Mediaweek) was quite some recognition for her work to deliver the AV strategy and execution. Jasmin is also pivotal in driving culture across the AV team and promoting the medium to the Mindshare business through her deep knowledge of the medium.

## **Jenny Stirland**

Jenny is the go-to person for all things Digital across Unilever, for the both the team and the client. She juggles 1mil things all at once, drives innovation across the account and always finds the time to champion and support others.

## **Jessica May**

Jess is very impressive in everything she does. Dedicated to delivering top quality work and outcomes, an expert collaborator and brilliant team leader. Jess combines smart thinking, hard work and relationship building to achieve excellent results.

## **Jessica Williams**

Jessica is a dedicated and conscientious. Her achievements are in her everyday support and collaboration across Mindshare teams. She puts her heart and soul to every project and always strives for the best outcome. Always positive and a pleasure to work with!

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 continue achieve big things in her career.

## **Jodi Wang**

Jodi is fantastic at her role and a pleasure to work with. She goes above and beyond to provide a great culture and ensure everyone in MSWW is looked after no matter who they are.

## **Josephine De Souza**

Josephine is not only super organised and one step ahead of what's required, but she is also one of the loveliest, kindest and helpful people on the planet.

Josephine is an amazing woman. Not only she is great in what she does but she also is very dedicated and always ready to help people.

## **Julie Bolsom**

Julie combines her passion for people with business credibility. She has led our working parents initiative bring to life the human needs of our workforce and making sure our policies are lived, discussed and held to the highest standards.

Julie continuously impresses clients and everyone at Mindshare with her extensive expertise, and her ability to simplify complex data into smart actions that quickly add value. Julie is a brilliant team leader and highly respected champion of working parents.

## **Jyotsna Sharma**

Jyotsna is a powerhouse. Her ability to grow the business, maintain a strategic lens and leading a mammoth team, all whilst still being aware of details is astounding. Thank you, Jyotsna, for your excellent stewardship.

# K

## **Kara McClure**

Kara has been leading Roots alongside Debs and pushing the agency to think and be more inclusive, whether the work we do on our clients or challenging the industry. Her power podcast is truly inspirational.

A rising star leader with an entrepreneurial and collaborative work ethic which has been recognised with growing responsibility on one of the agencies most prestigious accounts.

Kara harnesses her creativity to champion inclusivity within the agency, through her day-to-day work, and through Mindshare Roots - her Power Room Podcast is a great example of this. And, as if that doesn't keep her busy enough, she also generously gives her time to mentor young women at Mindshare.

## **Karen Blackett**

Continually inspires the agencies and our clients to do more and be better. Feel very lucky to have such a phenomenal and visionary woman leading GroupM.

## **Kate Illott**

Kate is a dream client; a true partner and has a phenomenal ability to bring everyone together and keep energy high.

## **Kathryne Law**

Kat is a pleasure to work with, she is very motivated and enthusiastic about her job. She is appreciative of all of the work we do and is very determined to deliver great results for her business.

## **Katie Hooper**

It's great fun working with Hoops and she brings a lot of laughter to our team calls. She's quick to respond, understanding and super friendly too.

## **Katy Allison**

Katy is a fantastic and friendly client to work with. She is always looking for innovative ways to activate our media and repeatedly recognises the media teams for their hard work and efforts by personally calling out team members and sending out emails to the wider team.

Katy is a truly inclusive client, working collaboratively with Mindshare to deliver the best work possible. She strives to make great relationships and brings everyone on the journey with her.

Katy is such a great talent and inspiration in the industry. She really pushed M&S forward into the digital world and is a true leader.

## **Kelly Fung**

Kelly is just brilliant! Super approachable and super hard working. Her professionalism and ability to read clients is something to witness!

A shining light in the planning team. Quietly and diligently leads by example. A great Mindshare citizen too.

## **Kirsten Gillard**

Kirsten is a brilliant partner to Mindshare and a great female lead in the industry.

## **Kirsti Hughes**

Kirsti is a professional and responsible leader, who provides us with helpful insights to discover and analyse the problems.



### **Kirsty Beckman**

Kirsty is extremely passionate about her job, and it is great to work with a female client who is not afraid to push boundaries and strives for the best, showing other women in the industry what a female leader looks like.

Kirsty is a fantastic client to work with. Always well informed and dedicated to driving the best possible outcomes, Kirsty works with tireless energy and a positive attitude. Kirsty was central to the success of Mutti's recent partnership with C4, creating compelling content that has delivered impressive results.

### **Kirsty Howard**

Kirsty is a great leader who regularly challenges bias and stereotypes. She listens and helps people change the way they think. Great asset to the business.

### **Kristiina Railo**

Kristiina champions all the women in our department helping them to further their voice in the wider agency. She is extremely supportive and a brilliant role model.

Incredibly endearing leader. Fosters a strong, positive, open team spirit.

Kristiina is an amazing advocate for the women in the New Business & Marketing department and is always pushing us to the next level and provides the utmost support.



### **Laura Harley**

Laura is a natural mentor both in work and life. Her emotional intelligence provides a great support to the team. She is great at what she does and in the short time we worked together I learned so much.

### **Laura Millar**

Laura is fantastic at her role in supporting our team and a pleasure to work with. She is the most organised and diligent person I have ever worked with and a true asset to our team.

### **Lauren Gravell**

Lauren is fantastic at her role and a pleasure to work with. She is an expert in search and has supported key campaigns which have had brilliant results thanks to her expertise. Her partnership and supportive approach with Mindshare has regularly called out by all members of our team. I've never seen a team love a client as much as her which is testament to her character.

### **Lila Mrowiec**

At such an early stage of her professional career, Lila has already made an impact in our team with her attitude and willingness to help whatever the challenge, which is so brave and empowering.

### **Lindsay Jackson**

Lindsay is a driver of change for our people. She empowers, leads and rolls her sleeves up. A real joy to work with.

Lindsay is a great champion of diversity & inclusion at Mindshare & ensures that all minority groups have a platform & a voice at Mindshare.

### **Lisa Finneral**

Lisa has been a powerhouse in building the Volvo EMEA digital Hub. She has built a digital Hub team from scratch, onboarded 12+ markets and trailed offshoring teams. In addition, she has been able to successfully motivate a team of 25+ and launch various projects across WPP – this drive has been contagious across all stakeholders she has collaborated with.

Lisa came back from maternity thrown into the deep end, a new role with barely any team and having to learn new channels however she rolled her sleeves up and learnt on the job excelling to now lead all channels in the Volvo hub.

### **Lisa Humphries**

Lisa is one of those leaders that sets a clear vision but also rolls her sleeves up. Her intuition, energy and inclusive style have allowed GroupM and all agencies to make huge progress. The industry needs more leaders like Lisa.

### **Litsa Koukoufiki**

Affectionately known as Litsa-The-Fixer, because of her ability to provide solutions to even the most complex challenge. Always positive in her outlook with a first class 'can-do/lean-in' attitude that is second to none. Inspirational every day.

### **Louise Stubbings**

One of my favourite women in the industry. She is inspiring and honest; she empowers others and pushes for change. And importantly, always brings a smile and a laugh.



### **Lucinda Kingham**

Lucinda is a pleasure to work with as she has the ability to provide solutions to even the most complex challenge and always has a can-do attitude.

So many words to describe Lucinda - organised, approachable, unflappable, bigger picture thinker, an ideal person, a do-er and solution finder, nothing is too much trouble.... I could go on. Simply an awesome person to work with and her leadership of Huddle in 2021 was just magnificent.

Lucinda brings her A game to everything she does, which shows in her commitment to bring DE&I to the forefront in the way we market Mindshare.

Great to work with, open-minded and forward looking.

Lucinda's energy is infectious! She brings great ideas and works incredibly hard to ensure they come to life. She is an amazing asset to our marketing team organising so many things including a virtual huddle. I can't wait to see what the future holds for her!

### **Lucy Linacre**

Lucy has transformed the role of commercial finance in Mindshare she challenges teams whilst also is always there to help. She brings a smile to every occasion and always adds a problem-solving view.

### **Lucy Mulchinock**

Lucy's development has sky-rocketed this past year. She's running Unilever's biggest category, is involved in developing global tools, is championing sustainability at an agency level, and leading multiple Unilever workstreams. It's been an amazing privilege to watch her grow and I can't wait to see where she goes next.

### **Lucy Telling**

Lucy is an asset to every team that she works on. She's hardworking, a reliable high performer, and consistently cool in a crisis, all of which contribute to the instant trust and respect that she builds with clients and colleagues.

Lucy works incredibly hard to meet and anticipate what clients need. She knows the devil is in the details and provides all the top tips and guidance to her team, helping them to produce the best work they can.

### **Lucy-Jane Walker**

Lucy is an amazing partner for us, and a meeting with her is usually the best part of your day. She has an incredible energy and passion for good work, an amazing understanding of what clients need and is always calm, professional, and reassuring, even under pressure.

### **Luisa Lee**

Luisa has organisational planning down to a fine art. She is thorough, meticulous but brings others along the journey, meaning everyone knows where they stand and what is expected of them. She is a truly inspirational leader.

# M

## **Maeve Ryan**

Maeve is a great talent in the industry and a pleasure to work with.

## **Mafalda Monteiro**

Mafalda has been on the team for less than a year and through her passion and commitment has allowed us to accelerate inclusive media for Nike. She has driven the Breaking the Binary work for EMEA, educating the team and clients around the hurdles that need to be overcome to drive inclusivity in our markets.

## **Magdalena Legosz**

Magda has been a great inspiration in the last two years I could work with her. She always pushes the account forward and is an unstoppable force in all things performance. Together we achieved a lot, and she is a great example of a woman leading the way in a more male dominated field.

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## **Maggie Vong**

Maggie is a dedicated and conscientious individual who injects passion and fun into all areas of her life. She consistently provides unique solutions to challenges at work making her an inspiring person to work with. She is a joy to be around.

## **Mairéad Connolly**

Mairéad is so great to work with. She is such an inspiration for females in the industry - finding the perfect balance between kindness and business.

## **Maria Kasselouri**

Maria has been a powerhouse in driving a newfound energy in the team she manages – she's been able to throw herself in during a period of change, take control and take all stakeholders on a journey of positive growth.

Maria is an outstanding support within the wider team, she is encouraging and considerate. She is a fantastic mentor and her ability to tackle any client challenge is inspiring. Maria is a positive role model and a great woman to work with.

## **Maria Lazaga**

Being new to working in Media myself, Maria took me under her wing and has been the kindest and most inspiring manager and friend and has always been there to answer my silly questions with no complaint! Not only has she taught me an enormous amount, but she has also made my first six months working the most fun ever! Thank you, Maria.

Maria is always willing to lend a helping hand, graces you with her positive presence and eagerness to back team members so that they can perform at their best!

## **Marion Faguet**

Marion has been on the team for less than a year and in that time has made a huge impact in driving inclusivity not just with how we operate within the team, but also in how we create inclusivity via our media choices. Her contribution to Breaking the Binary has been committed and actionable.

## **Mary Mekonen**

Mary is smart, switched on and politically interested. She stands up for her community and even got Jem to run in gender fluid outfits for a fashion show - a true inspiration!

# M

## **Melanie Elliott**

Melanie never stops giving herself to the team. She cares, always. She follows through, consistently. She works to keep us connected, tirelessly. And she does all of that managing her little family with George [aged 3] at the centre of that. Thanks, Melanie.

## **Melissa Orchard**

Mel always brings such an incredible energy to everything she's involved in. No meeting is ever left without an action, and no project is allowed to stand still. Her ambition and drive for change is infectious and we feel incredibly fortunate to have her as a client.

## **Mesel Teklebrhan**

An excellent member of the team who leads by example and is a true role model for those she works with at all levels. Not only are her Paid Search skills exemplary - her team support, mentoring and training skills go above and beyond. A joy to know and work with.

## **Michelle Gitter**

Super smart, talented client, who works collaboratively with the agency team. Extremely knowledgeable, hardworking and just a thoroughly wonderful person to work alongside.

## **Michelle McKelvey**

Michelle continually champions female talent in our industry. I had the pleasure of working with Michelle during Huddle and her enthusiasm and passion for celebrating the achievements of female talent is commendable - she is a true inspiration.

## **Millie Pearce**

Millie joined our team this year and in challenging circumstances with lockdowns her presence and positivity was felt from day 1. She got stuck in straight away and has continued to go above and beyond in her role. Her positivity is infectious. I can't wait to see what is next for Millie as she is a great addition to our team.

Millie is one of the most positive and collaborative people you can find. Her willingness to support her team and conduct herself in an impeccable manner, stand her within high regard in the team.

Millie is one of the many people that shows efforts day to day, she has joined the team only couple of months ago, regardless the little time in the team she has been one of the most helpful colleagues I have had the pleasure of working with, having the best attitude and desire to keep learning.

## **Mireia Galvez**

Mireia is a key member of the Marketing Science team and has displayed a fantastic positive attitude in a period of significant change for the team. Mireia has not only embraced the change but gone above & beyond to continue delivering excellent results for our clients.

Mireia always delivers impressive expertise and top-quality work, finding smart solutions to difficult challenges. Thoroughly professional and unerringly positive, it is a pleasure to work with Mireia.

We have gone through too many things together and given mental support to each other, even we have never been on the same project. Just wanna say thank you for being my teammate and I'm grateful to work with you!

Works harder than anyone I've met and is simultaneously amazing at her job. A perfect example of how to excel and doesn't get the recognition she deserves.

## **Miriam Habibi**

Miriam is not only a top-class operator and leader, and expert in her field, but she also does a fantastic job to champion the need for diverse and inclusive media supply across our platforms. It's a crucial role that is a true benefit to our philosophy, teams, and clients.



# N

## **Natalie Sharoff**

Having recently joined Mindshare, Natalie's impact on the account has immediately been noticed. After months of issues on the programmatic activities, everything changed since she joined. She established a very strong relationship with the client very fast and gain their trust.

## **Natasha Drew**

Natasha is fantastic at her role and a pleasure to work with. She has delivered outstanding results to clients and achieved record breaking feedback scores. Her positive and planning mindset has been a great support to the team. We can't wait to see Natasha once she returns from her maternity leave next year. She is a truly valued member of the team.

## **Natasha Maher**

Since Tash joined Mindshare last year, she has been a shining light for the agency. She approaches her work with a calm enthusiasm that delivers exceptional results, which is no mean feat during tricky contract negotiations. She has also made huge contributions to creating an inclusive environment within the agency through taking time to build strong relationships with her colleagues.

Natasha is fantastic at her role and a pleasure to work with. She has delivered outstanding results to clients and achieved record breaking feedback scores. Her positive and planning mindset has been a great support to the team. We can't wait to see Natasha once she returns from her maternity leave next year. She is a truly valued member of the team.

## **Nerupa Kidnapillai**

Nerupa organises weekly data science community and Google Cloud Platform calls with the purpose of enhancing and enriching the skill set and understanding of Mindshare UK and Mindshare WW employees and I often find these very helpful and valuable sessions, especially as I have on-boarded during covid-19. These are open communities which are a safe and supportive space for anyone who wants to know more about analytics, data, and data science - the topics and format/delivery is also tailored to what participants wish cover. These communities

have also allowed for better awareness and channels of communication between the UK and WW teams.

## **Nicole Estebanell**

Spending 50 words celebrating Nicole is easy. She is a [human] hurricane, in pursuit of transformation. She always has the idea for the next question you'd pose. Simply, she out-thinks, out-cares and out-works in her craft. Thanks, Nicole.

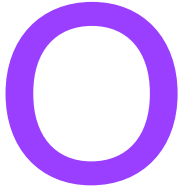
## **Nikki Gunning**

To celebrate firstly a long over-due, hugely deserving promotion and to thank Nikki for being so approachable despite her senior position, consistently responding to everyday UL planning team questions no matter how basic and inspiring us to push our clients and to think outside of the box. We love you, Nikki!

Nikki delivers for her clients, and leads her team, at the highest levels at all times. In addition, she has the drive, energy and verve to lead Declassify, our social mobility erg, championing inclusion and making a real difference on a crucial frontier. She's simply brilliant.

## **Nilufar Fowler**

We have been so lucky to have such an inspiring and incredibly savvy leader. Nils is a powerhouse when it come not just to running the business, pitches but also with supporting our people. She is the biggest cheerleader of women within the agency. Personally, my career has been so positivity impacted by her support and I'm forever grateful.



### **Oladoyin Akindude**

Doyin is a true inspiration for not only POC but every woman in the industry. She is smart, innovate and kind, it is great to work with her.

### **Olia Galkina**

Always enthusiastic about the team and professional development, Olia happily lends a hand where needed to ensure the team feels supported. She's built fantastic client relationships and forever suggests optimisations to increase performance across multiple markets for our client.

Olia is an extremely intelligent and hardworking individual who has done a phenomenal job on her clients, setting the standard for her role!

Olia not only always delivers work to the best quality but is also there to help with a ready smile. Her kindness, positivity, perseverance, and hard work is inspiring!

Since Olia joined the social team, it has been one of the best times for the channel. Her connection with other team members and work ethic among them is contagious to the rest of us. She is always helping out and questioning day to day tasks to optimise our ways of working. She is a clear asset to the Outcomes team.

### **Olivia Joy**

Liv brings together the perfect mix of phenomenal client relationships, Planning expertise and positive energy. I love working with her.

# R

## **Rachael Wu**

For almost three years I could see Rachael grow into a confident young woman, not afraid to stand up for herself and stepping into a leadership position. She always looks out for the whole team and is an inspiration for every young woman starting in the industry.

## **Rachel Greene**

Rachel is a lovely person to work with, as she has such great enthusiasm. She is a great example of leadership as she is very respected in our wider teams, as she is great at empowering others. She also strikes a great balance between being hard working, but also well connected to the people she works with on a daily basis. It is really motivating to work with someone like Rachel who listens and really supports others.

## **Rebecca Dawson**

Becca is an absolute dream to work with. She is driven, determined and passionate and is an asset to our department.

Smart, confident. Enjoy the pace at which we can share and come up with ideas/ next steps.

Becca is a high achieving leader who continues to push Mindshare as a business. She's also extremely knowledgeable, hardworking and just a lovely person to work alongside.

## **Rita Ibarra**

Rita Ibarra has been leading Culture at Mindshare through Culture Vulture and more recently #ID Culture for over 10 years. She takes a human-centric, thought-provoking approach to everything she produces and continuously pushing us all to think about the human first and how we can be more inclusive!

She is disciplined, and hardworking. She is also great fun and has great perspective, she makes everyone at ease and naturally leads the culture of the team.

## **Roberta Akhurst**

Roberta is super helpful and always friendly and positive. She works too hard to make sure her team get what they need and supports them above and beyond in their work. She is a great colleague to work with.

## **Ros Shakir**

Ros is incredibly smart and approachable. She is always pushing herself and does not settle for comfortable. Her ability to connect theory to outcomes, is beyond. And she's also just a really great person too!

## **Rosie Kitson**

Rosie is an unstoppable force of good for our product as an agency. She constantly challenges and pushes our product forward whilst being a lead voice on sustainability in the industry and passionate about getting us all to drive meaningful change.

## **Rosie Penketh**

As a new starter I had a really challenging on-boarding process, having to start a completely new job during the pandemic. Although she is not my official manager, Rosie has always been there to help me out when I have needed her, even if she has 100 other things to do. She is always on top of everything and manages her accounts with seeming ease.

# S

## **Sabrina Bandel**

Sabrina is a great asset for the team, and she has brought in so much valuable industry knowledge which has pushed us to challenge the work we do every day. Thank you, Sabrina, for being innovative, a great team member and so brave!

Sabrina has been a great addition to the team and has played a vital role in delivering different projects since joining last year.

## **Sandy Paschou**

Sandy leads one of our ERG OBorders. She has been driving the agenda of supporting international colleagues in the UK and helping them settle in their new role and in the new city. Sandy is passionate about assisting refugees in learning new skills and finding relevant jobs in the UK.

Sandy has done inspirational work, essentially running OBorders all on her own, looking to help refugees find a job and settle in the UK. Powerful.

Great Manager that always support everyone in the team.

Sandy is a force for good both within the SEO & Content team but across the agency as a whole. She delivers fantastic work for clients whilst bringing together different people from different backgrounds and different teams.

Because she leads the SEO (all male) team on Nespresso COE and UK exceptionally. We would not be able to work to the level we do without her!

## **Sarah Baker**

Sarah is a force majeure. To work with someone who is genuinely impassioned with the work they do is not only inspiring but galvanising in equal measures.

Sarah is one of the most modest people I know, but underneath this quiet and understated façade she is a media powerhouse. She's truly inspiring, having been absolutely pivotal in winning the Government business last year and then retaining the BEIS account very recently. Whilst a lot of this is done under the radar from the wider agency, Sarah works incredibly hard, and it shows! The score on the BEIS pitch was incredible. I don't think she knows how brilliant she is, so I'd love her to get a well-deserved shout out! and realise how much she is valued!

## **Sarah Chow**

Sarah is the most reliable person you ever meet and showing strength in vulnerability. She takes on a lot and always thinks about her team and clients. She radiates female empowerment in an understated, quiet way.

## **Sarah Hatton**

Sarah has hit the ground running since she joined Mindshare and she has set the standards so high. A very inspirational woman whom we are delighted to have in the team!

Sarah joined Mindshare UK last year, and quickly demonstrated her strength and became an integral member of the team. Sarah has been amazing in extending her support to junior members of the team and has been recognised by clients & colleagues for her fantastic delivery.

Sarah is a warm and dedicated project leader who gives me enormous help and mental support when we are working together. I feel grateful to work with her!

She started on the same day as me (I'm a new AE) and has been able to pick up on everything that was going on in our understaffed team. I really admire how well she fit in in a more senior position.

## **Sarah Jones**

Sarah is an inspirational planning voice in the industry. Her confidence, knowledge, creativity, and love of planning means she is always a valuable and exciting person to have in a room.

## **Sarah Mansfield**

Possibly the hardest working person in media. Her remit spans multiple disciplines and her ability to manage countless simultaneous projects, gives a new meaning to "multi-tasking". An ally to the under-represented, and an undeniable high achieving leader.



### **Sarah Rose**

Sarah is one of the most driven and motivated women I've ever worked with. From doing a part-time degree, to volunteering while also supporting the team. She is encouraging of self-development both in work and life. She's an inspiration and makes me realise there are no barriers.

### **Seena Samani**

Since joining at the end of last year Seena has already made an incredible impact joining together the different Mindshare analytics functions.

She is an inspiring leader and passionate about encouraging more brilliant women into Analytics and data.

Seena is an outstanding female leader. She is a good listener and understands the functions of the various departments and groups in a short time. She has the power to unite people.

A brilliant new addition to the team who leads quietly by example. Never flustered and a real client whisperer.

### **Shaista Yousafi**

Shaista has been at Mindshare for a year now and it was so great to see her grow. She is a smart young woman making her way through the industry. I have no doubt she will go far!

### **Sharon Dhillon**

Sharon has been a rock to the team and the agency for nearly 20 years. She brings bags of positivity, enthusiasm, and lifts everyone's spirits.

Sharon is an inspiration. She has supercharged Mindshare's support of those retuning from parental leave with her Back in the game programme but beyond that has been a visionary lead and contributor into making Mindshare an inclusive business for its staff.

### **Sharry Cramond**

Sharry is an inspirational leader in the marketing world and beyond. Her positive energy, future focus, bravery, and determination is infectious and has inspired our people and the work we have done.

### **Sheniz Salih**

Shen is always helpful, she puts a smile on everyone's face & is always happy! She is a pleasure to work with.

### **Shirley Smith**

Flashtalking is one of the strongest digital partnerships Mindshare & Neo have and Shirley has been key to this. Constant feedback loop to us and our clients as we're navigating our way through the cookie less space and future of identity targeting as a strong voice of reason, expertise and solid advice. Apart from that Shirley constantly champions young and fresh talent in the industry, making introductions for those who might not have found a way into the media industry and giving up her time to mentor so many. Genuine Shero of the Digital Industry and long-time friend to Mindshare.

### **Shona Pickersgill**

Shona is always thinking about the wellbeing of other on the team. Since the pandemic, she has been able to stay attuned to peoples' mindset even through the virtual screen. She's brilliant and motivational, and a great influence on the younger team members.

A passionate and deeply knowledgeable insights lead, who continues to innovate and offer proactive solutions to client brand teams, positioning Mindshare as the authority in audience insights.

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# S

## **Silvia Santos**

Silvia has superpowers. Her capacity to handle multiple projects, produce great work and keep clients happy is phenomenal. And she does it with a great smile and dedication!

## **Sladja Ljubojevic**

We wouldn't succeed as we do without Sladja at the realm! Her tenacity, diligence, expertise, and helpful nature enable her colleagues deliver with confidence.

Sladja is a fantastic leader with a passion to help people from under representative groups.

Since joining Neo, Sladja has been an inspiration for me. I love her approach to work and her capabilities of finding great solutions about almost everything.

## **Sofy Kamenova**

Sofy is a force of nature. She is so pro-active, positive, and never misses an opportunity to learn. A great inspiration for the team!

## **Sophia Evans**

Sophia is someone who takes ownership of her own career, with ambition but also with structure. She takes the time to understand where she needs to develop and creates opportunity to learn in everything she does.

## **Sophie Collins**

When joining Mindshare, Sophie took me under her wing and taught me the ways of working in media. She also made me feel entirely welcome and included, alongside showing me the fun and exciting sides of work. She was always there to help me, no matter how silly the question or issue and made my first six months at Mindshare the best! Thank you, Sophie!

## **Sophie Harding**

Year after Year, Sophie leads and produces our annual 'Mindshare Trends' work which has become one of the agency's highest profile annual events. The work is outstanding with many of our leading clients relying heavily on the resulting outputs. The effort and dedication involved

to produce such a document is hard to comprehend, but Sophie always delivers!

Sophie is an incredibly dedicated and hardworking woman. She displays considerable passion for her new role. Not only does she deliver outstanding work, but she is quite simply a great woman to work with!

## **Sophie Parker**

Sophie is one the kindest people I have worked with. She will go above and beyond for members of her team to make sure they are really supported within their development. She's definitely someone people look up to for guidance and help, as she's so approachable.

## **Sophie Robinson**

Sophie is a creative gem who just wants to do exciting things, and consequently, she does. Her attitude and talent are a killer combination.

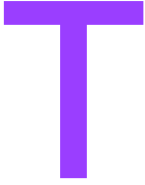
## **Stefania Agresti**

Stef is a dream to work with and is always 3 steps ahead. She is Mindshare through and through and always pushes for the best for the agency and her team. She leads by example, and I am so thrilled I get to work with her every day!

Stef is a great manager & always helpful when I need questions answering. She has taken on a lot with the office move and has handled everything amazingly well! She is a superstar!!

## **Susannah Outfin**

Susannah is a great leader who brings so much energy to keep us all enthused. She opens doors for people across the team which is a true leader sharing the credit for all the success. She makes you feel more like a friend than an employee. A great person to work for and learn from.



### **Tamara Rowan-Hamilton**

Tamara quietly drives forward our financial operations, averting the disaster of billing errors or systems being turned off. This year she was instrumental in delivering a new billing tool which increased the efficiency of our process by 70%+. These small but mighty projects are delivering the change we need to see across our business.

### **Tamsin Wood**

Tamsin is fantastic at her role and a pleasure to work with. Her positivity is infectious! She has great ideas which she puts into action to provide effective media results. She has been a great partner to Mindshare and a future leader in the industry for sure!

### **Tess Domenet**

Tess is hard working, organised and always goes above and beyond.

### **Tisharn Johnson**

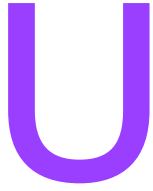
Tish is a brilliant team player and is actively elevating DE&I within the Marketing department.

Personable, open. Tish is always easy to work with and is open to trying different ideas.

A wise head on very young shoulders, Tish personifies teamwork and is a brilliant colleague.

Tish is incredibly talented. I first met her participating in virtual Huddle this year and she was incredibly organised, professional, and caring. She ensured we were prepped and ready to go and our session would have been nothing without her support in the background. This is her time to shine in the spotlight. She is a great addition to Mindshare, and I absolutely love working with her.

We are lucky to have Tish in our department. She is hardworking, approachable and goes above and beyond for the team. Her work across both marketing and new business is no small feat but she takes it in her stride.



### **Urszula Rusnarczyk**

Ula came back from her maternity leave two months ago and had such a positive impact on the team from the start. She is diligent, works hard and always to the highest quality in output. She is such an inspiration for other women who are trying to balance family and work life.

Ula is fantastic at her job, is constantly praised by clients and internal teams alike! She's currently juggling childcare and work at the same time, which, in itself is a huge achievement. She's always very engaged, makes sure she offers great quality of service to her clients, and she is generally a pleasure to work with!!!



# V

## **Vanessa Bruce**

Vanessa is a continuous source of inspiration for me. I look up at her professionally and love the way she works with clients and colleagues.

Vanessa effortlessly manages one of the largest, if not largest clients - SAGE, whilst also keeping a number of Business Directors moving forward in their own careers. I know Vanessa is also incredibly busy outside of Neo, with 2 young boys. She makes it look so effortless and her empathy is hugely admired and appreciated.

## **Varthana Faulkner**

Has delivered an outstanding search governance delivery and best practice on Unilever. And in recent months has single-handedly managed multiple market governance with increasingly strong results. Always positive and dives into any challenge without hesitation. An integral part of the Mindshare team.

## **Verica Djurdevic**

Verica is a real inspiration to our industry. Her style and influence sets a great example – smart and driven, affable and approachable. Time with Verica is always well spent and she’s a wonderful leader for Channel 4, a company renowned for it’s genuinely inclusive and diverse purpose.

## **Vhairi Motherwell**

Vhairi is an amazing client and has been wonderful to work with. She always asks questions, is keen to help and goes the extra mile to help teams when they need something.

## **Victoria Hayward**

Victoria is an awesome client to work with - always well informed and well connected; smart, fair and thorough; dedicated to getting the best results; with a deep knowledge of financial services marketing.

Victoria is the loveliest client I've ever worked with. She has been instrumental in helping our team deliver the best work for YBS while continuedly keeping a great relationship amongst the parties involved. Thank you, Victoria, for being a role model!

## **Victoria Wright**

Vic is a superstar! Aside from working full time at Mindshare and doing a great job, she has been volunteering for Essex police since Dec 2019! Vic attends the same jobs as regular officers, alongside them. This can be anywhere from welfare checks, mental health incidents or domestics to stabbings, cultivations and kidnappings. Sometimes consecutively!!

Vic is a lovely colleague to work with & is always on hand to help when needed. She is super helpful and friendly. A great member of the team.



**Willow Yang**

The unsung hero our of Media Excellence Team. Willow manages our tools and data visualization capability not just for the global team but for over 60 markets, going the extra mile daily to train, support and lead in her field of expertise. She always has time for everyone no matter the type of request.

**Xueting (Snow) Liu**

Snow is the epitome of diligence. She is calm, considerate, and curious, always willing to support her wider team.



**Zoya Singh**

Zoya is incredibly talented. She makes complex tech, data, and measurement easy to understand and therefore action. She is a fantastic partner to Mindshare, and we are lucky to have her support our clients.

**Zsuzsa Gosztola**

Zsuzsa has led very impressive growth in distribution, sales, and brand metrics in the UK over the last 18 months. It has been a real pleasure working with Zsuzsa on the launch of Mutti advertising in the UK in that period. We greatly value her smart, bold, and creative marketing leadership.

# MIND

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