



2020 Effie Awards Canada  
Round 1 Jury  
January 28, 2020

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## Attendees

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**PETER BOLT**

SVP, Managing Partner  
Camp Jefferson

**CLINTON BRAGANZA**

Chief Marketing Officer  
Scotiabank

**BORIS CHO**

Managing Partner, Senior Director of Strategy  
Midas Exchange

**SIMON CREET**

Partner, VP Chief Creative Officer  
The Hive

**MATT DEVLIN**

Managing Director – Marketing Science  
PHD

**VERONICA ENGELBERTS**

President  
Vector Media

**D'ARCY FINLEY**

VP Marketing  
Maple Leaf Foods

**IVANA GRBAVAC**

Head of Marketing  
SC Johnson

**ALYSSA HUGGINS**

VP, Brand & Integrated Marketing  
The Princess Margaret Cancer Foundation

**DEREK JOYNT**

EVP, GM  
The Mars Agency

**GREGORY MAJOR**

Head of Marketing  
Church & Dwight

**SHERI METCALFE**

Senior VP, Co-Managing Director  
Jungle Media

**MICHAEL MILLS**

VP, Brand Strategy  
Horizon Media

**HEATHER NOBES**

Head of Consumer Credit Marketing & Sponsorship  
Visa

**STASHA POZNAN**

Director, Advertising  
Fidelity Investments Canada

**LESLIE ROOT**

SVP Marketing  
TJX Canada



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**TAMMY SADINSKY**

Vice President of Marketing Communications  
Walmart Canada

**ANGELA SARINO**

Senior Director, Marketing Communications  
CIBC

**MATT SHOOM-KIRSCH**

Chief Operating Officer  
TAXI

**JEFF SPRIET**

President/CEO  
Ironhead Originals

**SARAH THOMPSON**

Chief Strategy Officer  
Mindshare

**MEGAN TOWERS**

Chief Strategy Officer  
john st.

**ROBIN WHALEN**

President & CEO  
Church + State

**JESS WILLIS**

VP, Executive Creative Director  
Mosaic North America