

Event Archive

She Runs It Changing the Game Awards

APR 19, 2017

Registration for this event is now closed. Contact francine@sherunsit.org or call 212-221-7969 for more information.

The She Runs It **Changing the Game Awards** recognizes women within the industry who are true catalysts of innovation -- fearlessly making bold moves and reinventing the rules of marketing to transform their brands, their organizations, and those of their clients. Join us as we recognize these women, learn about their achievements and become inspired by how their journeys might affect your career path.

2017 HONOREES:

Brainwave – Changing the Way a Brand or Product is marketed

- **Lauren Crampsie**, Global Chief Marketing Officer, *Ogilvy*
- **Becky Frankiewicz**, Senior Vice President and General Manager, *Quaker Foods North America*
- **Ashley McCollum**, General Manager, *Tasty*
- **Amanda Rubin**, Managing Director and Global Co-Head of Brand and Content Strategy, *Goldman Sachs*
- **Michal Shapira**, SVP News Content Partnerships, *Turner Ignite*

Paradigm Shift – Changing the Way a Customer Segment or Target Audience is Approached

- **Paulita David**, Multicultural Strategy Director, *McPherson Strategies*
- **Shreya Kushari**, SVP, Search Marketing, Paid Social & Performance Media, NY / ATL Media Capability Lead, *DigitasLBi*
- **Laura Molen**, Executive Vice President, Lifestyle and Hispanic Advertising Sales Group, *NBCUniversal*
- **Marian Salzman**, CEO, *Havas PR North America*

Quantum Leap – Changing the Way an Organization is Aligned to Pro-Actively Meet New Challenges

- **Danielle Devine**, Global Leader, Enterprise Strategy & Communication, *Johnson & Johnson*
- **Eileen Kiernan**, Global President, *J3*
- **Barri Friedman Rafferty**, Partner and President, *Ketchum*
- **Becca Weigman**, Chief Executive Officer, *TM Advertising*

No Apologies – Creating Whole New Business Models, Industries, or Marketplace Opportunities

- **Aria Finger**, CEO, *DoSomething.org* and TMI Strategy
- **Steph Korey**, Co-Founder and CEO, *Away*
- **Thalia Mavros**, Founder & CEO, *The Front*
- **Jen Rubio**, Co-Founder and Creative Director, *Away*
- **Catherine Williams**, Chief Data Scientist, *AppNexus*

If you would like to create an ad to celebrate an honoree in Adweek's special section, please contact Daniel.McNamee@adweek.com or you can call him directly: 212-493-4157.

