

# 1000

## SIGNIFICANT WOMEN

### in Native Advertising

2019



Native  
Advertising  
Institute™

# There are still glass ceilings to break – let's break them!



Dear Native Ad Pro,

At the institute, we're on a mission to raise the bar for native advertising. We always strive for gender balance when we organize our event activities - such as the Native Advertising DAYS conference - and when curating contributors for the NAI blog. Diversity is key if we want to ensure a multifarious dialogue. We believe that the industry will prosper if we succeed in enabling professionals from all layers of the organization, from various markets and parts of the world to share their knowledge and learn from each other.

A community is only as strong as the inclusiveness and comprehensiveness of its voices, leaving no one out.

On this day, **International Women's Day**, it is a natural given that we once again celebrate the female talents that exist in our industry. No industry can escape the gender balance discussion, and there are still glass ceilings to break.

I'm still stumbling upon research, showing in hard figures, the underrepresentation of female leadership in our industry. These numbers act as a testimony to what I hope to be an unconscious bias that champions masculine work, lack of inclusion of women from official conference agendas, and lack of female role models.

I'm confident that we are moving in the right direction, in terms of making diversity a natural focal point for a sustainable industry. To kick up some dust and help shine a light on amazing female professionals forming the future worldwide, we've created this second edition of "100 significant women in native advertising". The list provides one hundred names of professional women, with years of experiences and plenty of things to say - both on stage and out in the marketing departments, ad tech companies, and native studios worldwide.

The list showcases a small selection of the female representation in the global native advertising industry. Please do not hesitate to drop a comment to include great professionals from your own company, region or country to the list.

Cheers to the creative women stirring up old school office cultures and making things happen. The future shines bright with so much talent driving industry progression.

*Best Regards!*



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**Native  
Advertising  
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# A



## **Adriana Schroder** (BRAZIL)



Adriana Schroder lives in Rio de Janeiro and leads the team of G.Lab, the branded content studio of Grupo Globo's publications division. She has been working in the native advertising field for 3 years. With 19 years of experience in digital publishing, she was one of the first media professionals to collaborate with internet enterprises in Brazil, such as iBest and iG.

Previously, she worked in the commercial department of the group for 7 years and helped to create digital content and multi-platform solutions for customers.

Adriana has spearheaded a variety of great client projects that have led to increased investment and visibility of branded content within all the 23 editorial brands of the group.



## **Amisha Gandhi** (USA)



Amisha Gandhi is Head of Influencer Marketing at SAP and previously led mobile product marketing and communications. In her current role, she created the global influencer marketing program and took it from pilot to a full-scale global function across SAP – with the purpose of driving influencer marketing across the entire customer journey, from awareness to demand-gen and, finally, to advocacy.

She's worked in marketing and communications roles in Silicon Valley for the past 15 years with startups and large enterprises, such as Citysearch.com/USANetworks, HP, Google, Accenture, and Time-Warner. Amisha has a passion for sci-fi movies and tech gadgets and is always seeking out the next 'big thing.'



## **Amy Emmerich** (USA)



Amy Emmerich is the CCO of Refinery29, a leading global media company, focusing on entertaining, inspiring and empowering young women, through great content. Here she leads Refinery29's transition from a text-based publishing company to a multi-platform media company. Amy is a true inspiration when it comes to transformation and thinking out of the box — and she'll undoubtedly be a gamechanger when it comes to creating content that challenges our current content consumption habits.

# A



## **Ana Plisic** (CROATIA)



Ana is a true pioneer in the field of native advertising. These days, she excels as the Creative director C3/PM Ljubljana/ Founder C3 Croatia/ C3 Group. Here, she aims to conceptualise and deliver premium native projects through multiple media platforms - online and offline - through a partnership of several media companies in order to merge digital, print, tv, radio, outdoor in one, digital-centric native campaign. And with the goal to replace traditional advertising campaigns with more authentic user-focused ad products and deliver more effective native campaigns.

Until recently, Ana held the position as the Editorial Director of Hanza Media's Native Ad Studio. Ana spearheaded the launch of the studio back in 2015 and has built it to become an award-winning entity that produces native advertising for 39 print and digital platforms at Hanza Media. Ana won the award for 'Native Advertising Marketer of the Year' at the Native Advertising Awards in 2017 and, over the past few years, her studio has earned multiple awards and international recognition for their gracious native advertising work.



## **Ana Laura Sivieri** (BRAZIL)



Ana Sivieri has been working in the fields of marketing and communication in the petrochemical market for more than 17 years, which means that she joined the industry at a time when it was dominated by men. Over these past nearly two decades, she's been accompanying Braskem on the path to growth - not only financially but also in terms of the growing number of women in industrial facilities plants and included in the company's actions at large. Today, she is head of Braskem's Global Corporate Marketing Department, where she oversees marketing actions in all countries in which Braskem operates (In the Americas: Brazil, Chile, Peru, Colombia, Argentina, Mexico and the United States; In Europe: the Netherlands and Germany; In Asia: Singapore). In 2014, Braskem was elected by the magazine Fast Company as one of the most innovative companies in the world, and the company's communication embodies this innovative spirit. With a focus on developing content-based projects, Ana, in partnership with the Discovery Channel, was responsible for a 45-minute documentary about the project Printing the Future. The 2016 documentary chronicled the partnership between Braskem and Made In Space - a company in Silicon Valley that is a supplier to NASA - in which Braskem supplied Green Plastic (made from sugarcane, a renewable resource) for use on a 3D printer aboard the International Space Station. The development marked the first time that humankind has fabricated an object outside of Earth. The partnership is still ongoing and, this year, the companies will launch a plastics recycler for the International Space Station, for which they also will use content development to tell the story. Ana is also a lecturer in various seminars on Native Advertising, where the public is highly interested in understanding how Braskem, a B2B company, is able to produce such good content. Passionate about discovering how people communicate and how they can connect with the company, she is constantly pursuing new ways of telling the good news about Braskem's projects. Ana is also responsible for the marketing coverage of Braskem's commitment to the circular economy, spreading the word about the series of plans and targets the company has undertaken to foster conscientious consumerism, adding value to the recycling chain and promoting the reuse plastic packaging.

# A



## **Anda Gansca** (USA)



Anda Gansca is the CEO and Co-Founder of Knotch, the leading, independent provider of real-time intelligence for marketers. Founded in 2013, Knotch has been recognized as one of the most innovative marketing technologies in the world, as it seeks to change the way global brands engage and understand their audiences. Amongst Knotch's clients are JP Morgan Chase, AT&T, Ford, Salesforce, and Calvin Klein. A regular thought leadership contributor to the trade media and industry at large, Anda has been named on both Forbes' and Inc.'s annual 30-Under-30 lists, AdWeek's Young Influential List and AdWeek's Top 100 Creatives, to name a few.



## **Angelica Vilela** (BRAZIL)



Brazilian journalist with an MBA in Marketing, Angélica Vilela has almost 20 years of experience in communication - TV channel, newspaper, press agency, corporate communication, and branded content. Currently, she is the Publications Manager at Editora Abril - the biggest publisher in Brazil - where she's responsible for the management of the Estúdio Abril Branded Content team, covering projects in the finance, health, agribusiness, energy, business, automobile and mobility industries – offline, online and social web media.



## **Anita Kapadia** (CANADA)



Anita Kapadia is a well-rounded business professional with a passion for branded content and innovation within the digital space. Her accomplishments in client services, branded content and digital media strategy have brought her to Spotify Canada as an Account Director. Previously holding positions at Pressboard and AOL Canada (now Verizon Media), she has over 10 years of experience leading cross-platform campaigns, working with premium publishers and advertisers across North America and building relationships with external partners to create successful advertising campaigns.



## **Ann Marinovich** (USA)



Ann Marinovich is Chief Revenue Officer at inPowered, responsible for sales, customer success and business development. Marinovich is passionate about providing brands best-in-class content marketing solutions.

A digital and content marketing veteran, Marinovich spent 15 years in a variety of sales, strategy and product leadership roles at Forbes Media. As Senior Vice President of Content Partnerships, she rapidly expanded Forbes' native advertising organization and launched new product lines.

Mobile Marketer has recognized Marinovich as a "Woman to Watch" and Folio as one of the "Top Women in Media." Previously, she served as co-chair of the IAB's Committee for Social, Native and Content. Currently, she sits on the San Francisco board of UNICEF Next Generation.

Marinovich resides in San Francisco, California and is a graduate of the University of California, Berkeley.

# A



## **Anna Arvidsson** (SWEDEN)



Anna Arvidsson is the Head of Bonnier News Brand Studio, the innovation department for some of the most prominent newspapers in Sweden.

She started in the music industry as Brand Manager at Sweden's biggest radio station and launched Hoffmaestro, the most frequently touring band in Scandinavia. After transitioning into media, she started Metro's Creative Sales Department in Sweden, which became a key factor for the global media company in the digital transformation. In 2013 Anna was recruited to Bonnier to build a creative team for the future. When DigiDay revealed their prestigious list "50 Changemakers of 2018" Anna Arvidsson made the cut. DigiDay's changemakers are people that modernize media and marketing around the globe. Today Bonnier News Brand Studio includes 50 people and generated 12 percent of Bonnier News Sales' digital revenue and had great success at numerous awards, including INMA and Native Advertising Awards where Bonnier News Brand Studio was named the third best Native studio/agency in the world.



## **Anna Watkins** (UNITED KINGDOM)



Anna Watkins is UK Managing Director of Verizon Media, the global media and technology company. Anna is responsible for driving the UK business with its unique offering of quality content and powerful technology platforms. As well as its premium editorial and consumer brands like the HuffPost and Yahoo News, Sport, Finance and Mail, Verizon Media also helps businesses achieve their commercial objectives through global partners like Microsoft and in-house branded content division RYOT Studio - which bridges content and technology to build engaging consumer experiences, as well as unified, powerful ad platforms for advertisers and publishers.

Previously, Anna launched Guardian Labs, the branded content arm of The Guardian, as its first Managing Director. Before that, she was MD of Initiative UK.



## **Annie Granatstein** (USA)



Annie heads up The Washington Post's in-house creative agency, WP BrandStudio, where she shepherds innovative programs for hundreds of major advertisers. In the past two years alone, she has built the team out to 4x the revenue, staff and number of advertisers, garnering a slew of industry accolades from Digiday, OMMA, min, dotCOMM, etc.

Her rich branded-content background spans the gamut from content strategy and creation to copywriting and video production. She has originated stories and overseen the production of multimedia programs for a wide variety of brands spanning Bank of America, JP Morgan Chase, Canon, Allstate, Prudential, AT&T, Dell, Mercedes, Jaguar, and Audi. In other words, Annie rocks native advertising!

# B



## **Bettina Von Schlippe** (SINGAPORE)



Having graduated from Munich University with a Diploma in Political Science, History and Philosophy, Bettina's first professional experiences were in vocational training, during the exciting period after the fall of the Berlin Wall and Germany's reunification. What followed was an early stint in publishing, with Gruner+Jahr and media agency MMM in Hamburg, then a move to the rapidly ascending boomtown of Moscow in 1997, where Bettina continued her career in PR, media relations and event management with BBDO and Conde Nast Russia, followed by a decision in 2003 to start out on her own agency.

As the founder of R.S.V.P. – PR & Lifestyle Agency, Bettina has ventured into new markets - setting up offices in Singapore and Malaysia - and taken up the role of Publisher for Buro 24/7 in both these markets.

Today, Buro247.sg and its Malaysian sister-site Buro247.my are the leading online offerings for international lifestyle and luxury brands looking to promote products and services in the digital space. Native advertising, KOL management and influencer campaigns, social media marketing, and new technologies have become the pivot for the creative minds that form R.S.V.P.'s teams in Moscow's HQ as well as the SE Asian subsidiaries.

R.S.V.P. is a member of the Sermo network of international boutique agencies and the winner of the Sermo Award for the best native campaign for Hermes' Cape Cod Collection in 2016.

Buro 24/7 won international acclaim for its Prada Dollhouse native campaign in 2017. Additionally, the agency earned an award in 2018 in the Native Advertising Awards as best B2C campaign. Bettina invests all her energy and expertise into the development of a 360 signature approach, merging the best of two worlds – the narrative power of editorials and the marketing expertise of the agency – to create new formats of engaging storytelling.



# C



## **Camilla Kjems** (DENMARK)



Is the Editor in Chief of the brand Femina at the Danish publishing house, Aller Media. She is an entrepreneur and visionary woman and has a great understanding of what inspires and moves her female readership, regardless of whether the content has editorial or commercial intent. She is also one of Denmark's most seasoned ladies when it comes to developing native advertising campaigns for commercial partners.



## **Cara Doyle** (IRELAND)



Doyle is the Head of Content Partnerships for Packed.House which is Ireland's leading, premium digital media company reaching 85% of Irish people. Packed.House creates original content, impactful ad formats, and immersive brand experiences. With 14 years experience as a broadcast producer, journalist & creative strategist, Cara has worked with some of the biggest broadcasters in the UK & Ireland, including RTE & Channel 4. To date, she has created cross-platform partnerships for global brands such as Heineken, Vodafone, and L'Oreal. She is also a contributing journalist to a number of Irish newspapers and magazines.

Having built a solid foundation in traditional media, Cara's skills naturally transferred to the world of digital at a time of consumer change. Cara is currently spearheading the fast-growing creative team within Packed.House and is responsible for creating multi-format branded content across Ireland's largest entertainment, family life and beauty websites. Cara believes in data-empowered, high-quality content that genuinely moves the dial for brands. She prides herself on striking what can often be a precarious balance between content that is editorially sound and relatable for the user, while also conveying a brand's core message.



## **Carla Johnson** (SPAIN)



Carla Johnson is a world-renowned storyteller, an entertaining speaker, and a prolific author.

Over the last two decades, Carla has helped architects and actuaries, executives and volunteers, innovators and visionaries leverage the art of storytelling to inspire action. Her work with Fortune 500 brands served as the foundation for the latest of her seven books. Experiences: The 7th Era of Marketing, sets a powerful new way for marketing to create value for businesses. Named one of the top 10 influencers in business-to-business marketing and one of the 50 women in marketing, Carla regularly challenges conventional thinking.

Today, Carla travels the world teaching anyone (and everyone) how to cultivate idea-driven teams that breed unstoppable creativity and game-changing innovation.



# C



## **Carmina Cruz** (PHILIPPINES)



Carmina Cruz, also known as Dimples Cruz, is the Chairman and Co-Founder of The Huddle Room, a fully-integrated, independent solutions agency in the Philippines. Huddled into one and fueled by the vision “to be that small agency that CAN think big and create big change,” Dimples, together with her friends-turned-partners, established The Huddle Room as an agency set apart amidst an industry dominated by holding companies. Unfazed by this, her strong stance in innovation and market firsts transformed the agency to take a native approach in advertising – from cross-platform content to channels, to game-changing collaborations and even consumer experience resulting in quadrupled agency billings and expanded agency verticals. Under her leadership, The Huddle Room is touted as one of the fastest growing agencies in the Philippines today. As further testament to this successful approach, The Huddle Room received several citations and recognition from local to regional and even global awards. In 2018 alone, The Huddle Room won multiple metals regionally in Campaign Asia’s Agency of the Year Awards - the most noteworthy of which: Southeast Asia’s Best PR Agency of the Year (Gold), Southeast Asia’s Best Experiential Agency of the Year (Silver), and Philippines Independent Agency of the Year (Silver). Globally, it gets even better, the agency again headlined the Native Advertising Awards, winning Best use of AFP Broadcast (Gold), Best in Print (Bronze), Best in Programmatic (Commendation), and ultimately Best Global Native Ad Agency (Silver). So what began as a mere startup 5 years ago turned into a standout. And true to her name, maybe even prophetic, the phenomenal success of the agency has given Dimples more reasons to smile the@dimplescruzse days.



## **Carol Matta** (UNITED ARAB EMIRATES)



With 13 years of experience in the communication, PR and media industry on the agency, client and publisher’s side, Carol’s career included consulting brands from diverse industries on developing their communication strategies. She was involved in developing and leading the regional communication department of an international beauty brand, where she succeeded in bringing the brand’s media share of voice to rank #1 in the region. Today, Carol heads the Native Advertising product offering at Choueiri Group, and her role focuses on making sure a state-of-the-art solution is offered to the market.



## **Carolin Wies** (GERMANY)



As Head of International Business Development at plista, the native advertising specialist, Carolin Wies, bears responsibility for more than 25 markets worldwide. Primarily responsible for key accounts, Carolin has been actively expanding the publisher network within plista’s core markets since 2013. These markets include Germany, Austria, and Switzerland. As part of the international business development team, Carolin has accompanied plista’s global expansion into new markets, such as Australia, China, and North America, since 2015. At the beginning of 2017, Carolin took over the strategic direction of the global publishing business. Due to her vast knowledge and experience with the direct client business, Carolin is well-versed in the challenges and requirements on the supply and demand side, applying her expertise specifically towards the expansion of strategic partnerships.

# C



## **Claire Austin** (AUSTRALIA)



Claire Austin is a content marketer, digital strategist, public speaker and a mentor with over 10 years of experience in the marketing industry, working both in the UK and Australia.

She is the former Head of Audience at King Content and was the first social media employee. She has been at the forefront of building King Content's social media and native advertising product offering, and team in Australia as well as globally.

Claire has helped brands to understand the power of social media and native ads to achieve business results. She has worked on strategies for brands including Lenovo, Intuit, Telstra, Hans Small Goods, Flight Centre, Canon, and NRMA.



## **Clara Valle** (SPAIN)



After working for several film and advertising production companies in Spain and South America, Clara Valle became involved with the first branded content project by Telefónica. By paying homage to Orson Welles' War of the Worlds, the team that Clara joined managed to make everybody believe that the Spanish government was hiding UFO sightings. More than 50 million people watched the campaign during the first week.

Since 2014, Clara has been working as Branded Content Director at El Terrat, where she has had tremendous success. Her work includes four editions of Cinergía, a project by Gas Natural Fenosa, which has won more than 30 international awards, including the Golden Sun Award at El Sol Festival. She is a natural, and her expertise in film production has proven very useful in a native advertising context. She says: "It took hard work and strategic know-how to succeed in creating the very first Spanish branded full-length film and actually getting people to engage with it. We managed to make a movie that ended up being the most viewed Youtube 'ad' of the year. People demand great content and brands have the money to produce it. Branded content has been in our life for many years now, but finally we are seeing it put to good use."



## **Clare Carr** (USA)



Clare leads marketing, communications, and brand at Parse.ly. She's translated a background in start-ups, renewable energy and digital media into a passion for discovering what makes something worthy of audience attention. In 2017, Clare led an effort that resulted in a 200% increase in lead generation and a 1000% ROI (yes, you read that right!) through a program that combined original research with in-house data and analysis. Using native advertising and branded content as the primary distribution method, the campaign not only hit all revenue goals, but also increased the company's share of voice, drove speaking opportunities and allowed the team at Parse.ly to invest further in content creation.

Clare also wants to help publishers understand how to make their case for native advertising stronger to potential advertisers and marketers. A contributor to The Drum, Native Ad Institute, and Digital Content Next, Clare speaks across the world on how analytics and data can unleash creative potential.

# C



**Clare O'Brien** (UNITED KINGDOM)



With a lifelong career in media, PR, and marketing, Clare O'Brien has been an influential practitioner in the emergence of digital content as a discipline and its role in the monetization of digital media platforms.

The co-founder of one of the UK's first content strategy consultancies in 2003 (CDA) and Joint founder of the UK's Content Strategy Association, Clare's practice has produced work for world-class brands such as P&G's Pampers, NatWest and RBS Banks, BP and Innovene, The BBC, TUI, Epson, The Kings Fund, The CBI, CIPD and The Association of British Insurers. Her particular focus of interest has centered around finding effective ways of evaluating how, why and what content is invested in, how marketers can measure its ROI, and understanding how audiences use and interact with content of all types.

This past year, she has been working with the Industry through the IAB UK and now the advertiser association, ISBA, to help establish a common understanding of, and standards in, the continued development of digital media from the perspective of stuff that people are there to read, watch, listen to or use. Since the summer of 2018, Clare champions the position as Head of Media Effectiveness and Performance helping shape the advertiser's voice as a key member of ISBA's revitalized Media Team. Forming and running Steering Groups of ISBA members (Britain's top advertisers), planning and driving through industry shaping work streams during a period of unprecedented change in media, audiences and the nature of advertising itself.

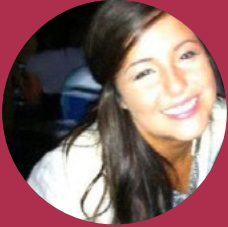


**Cristina Cerullo** (USA)



Cristina is the executive creative director for Vox Creative at Vox Media, one of the fastest growing modern media companies in the US. She leads the creative team in developing branded content and aligning native advertising campaigns with the editorial and creative style of Vox Media's multiple channels, counting universes of food, sports, gaming, tech, politics and more. Prior to her current role, Cristina has held positions within Vox Media, such as Director of Production, Senior Producer, and Director of Strategic Accounts.

# D



**Danielle Assadourian** (UNITED ARAB EMIRATES)



Having grown up half of her life in Dubai, UAE, and then in Montreal, Canada – Danielle’s approach to content creation has become a hybrid of East meets West. Danielle is currently working in Dubai as a Creative Content Manager for a beauty franchise that is part of the luxury retail group Chalhoub.

Dubai has become a center for international talent and local artistry, which makes the creative energy quite unique. The Middle Eastern audience has very distinctive tastes when it comes to the content they consume – specifically in the beauty category. The appetite for content in the region is increasingly growing, particularly in video content. The Middle East and North African region were ranked 2nd in the world by the number of daily Youtube video views. Working in beauty, Danielle and her team can create a high volume of video content that is very well received as the category performs so well.

When asked about what her favorite part of her job is, Danielle says “Remixing international codes to fit the region’s tastes in terms of content is what I love most about what I do as a content creator.”



**Danielle Dardashti** (USA)



Danielle is the founder of and branded content advisor at Dash. Moreover, she is an Emmy award-winning content creator, and an accomplished media and marketing leader. She has held senior level branded content roles at Meredith Corporation, Tribune Publishing, Magnet Media, and IKA Collective. Danielle has written and produced several award-winning television documentaries, is a former on-air TV reporter, and is the co-author of two books for parents and teachers.



**Doris Eichmeier** (GERMANY)



Doris Eichmeier is a content strategist based in Munich. She wrote the book “Die Content-Revolution im Unternehmen” (with Klaus Eck) and passes on her knowledge at the FH Joanneum in Graz (Master’s degree course Content Strategy). Her primary focus is on content analysis and quality. Doris’ conviction is: Companies have no chance at all points of contact without first-class content – mediocrity and disregard for the brand are poisonous. That’s why she keeps an eye on the entire corporate content: from product instructions to service content, training materials, online videos and shop texts. Doris works for Serviceplan, BrandTrust, d. Tales and C3.


**E.J. Bae** (KOREA)


EJ Bae (short for Eunjung Bae) has 20 years of experience in the field of marketing communications in South Korea. She has worked in big agencies, such as Mindshare, McCann Erickson, BBDO, FCB, and Cheil Communications. With her experiences ranging from domestic to international marketing communications, EJ has avid knowledge of marketing communications in the Asia-Pacific region and has recently broadened her expertise in public relations and crisis management with Ph.D. classes, enabling her to consult corporations not only from marketing communications perspective but also from public relations communications perspectives.

Her experience with native advertising started in 2011 when she worked with a Korean digital news outlet for the Ministry of Foreign Affairs, and was leading technology corporates, such as IBM, in 2012, to test out native advertising for commercial messages as a lead in Mindshare.

In addition to her work, EJ is also running a women's networking group called Wine & Women Korea (WWK), which was established on International Women's Day to grow awareness of gender equality and help women network in a male-dominated business environment. WWK occasionally comes together with an abundance of wine to celebrate the fabulousness of being a woman.


**Elina Mansner** (FINLAND)


Elina Mansner is a passionate B2B-marketer, specializing in content marketing and native advertising. She works as a Marketing Director at DNA Plc. She has a solid background in developing native advertising in Finland and encouraging media houses to offer new solutions to brands. During the past few years, she has focused on developing data-driven, agile marketing processes. Her goal is to show how high-quality content and personalized customer experiences generate new business opportunities and create customer value.


**Elli Mäkilä** (FINLAND)


Elli Mäkilä founded content marketing agency Storybound Oy in 2018 after working in the field of media and advertising for over 20 years. Her CV includes several editor-in-chief positions, TV screenwriting and producing and the position of Head of Native Advertising for a significant Finnish publishing house. She is the Chair of IAB Finland's Content Marketing Committee and Board Vice-Chair at Dance House Helsinki.

She connects internationally to develop more ethical native advertising policies and international quality recommendations, also paying mind to corporate social responsibility. Furthermore, Mäkilä specializes in native advertising and content marketing for performing arts.

Mäkilä is known as an early bird, waking up at 5 a.m., working and training (ballet and swimming) effectively and intensively. She is a networker who loves to share ideas and connect experts from different areas. In 2013, she founded Private Business Women's Society Occursus Club to gather like-minded women in leadership, to promote good codes of conduct and ethical business.

# E



## **Eva Kohonen** (FINLAND)



Eva is the Director of creative solutions at Sanoma Media Finland. She has a proven track record with international brands, marketing analytics, and technology. She started the media sales of Sanoma Media Finland as the leader of the new Planning and Creative Sales team at the beginning of 2016.

Eva Kohonen has previously worked in various roles in marketing: advertising buyer, sales manager, creative team leader, and business management. Before Sanoma, she worked with personalized marketing development at retail group Kesko as a customer relationships director.



## **Evie Kevish** (USA)



Evie Kevish is a creative, smart and motivated Project Manager at Shaw Media Marketing and a native advertising expert.

After graduating with a Bachelor's in Marketing from Purdue University, Evie started her career as a Media Marketing Analyst. Now, as a seasoned veteran, with over a decade of experience in the Marketing and Advertising Industry, Evie has helped her agency's retention rates remain high, while acquiring new clients due to her excellent management and leadership.



# F



## **Fara Warner** (USA)



Fara Warner is the co-founder and chief strategy officer of A Picture's Worth, a new model for creating audio stories that incorporate design, photography and live events as we move into the age of voice for brands. The organization's first season, Running for Our Future, focused on women running for political office in the U.S. midterm elections. We are looking for new stories to tell through our platform as we continue researching our second season of Running for Our Future. Warner also is serving as a consultant to nonprofit journalism organizations to explore new economic models to support journalism, in addition to acting as a leadership ambassador for Take the Lead's 50 Women Can Change the World.

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# G



## **Gabriella Wiiala** (SWEDEN)

Gabriella Wiiala is a senior executive communication consultant at Spoon, with more than 15 years of experience working in the communications industry.



At her current position as a business director at the award-winning, global content marketing agency, Spoon, she works on a strategic level, with a large number of clients, in many different industries to help them improve their sustainability and diversity communication. Her area of expertise lies in international account management and sustainable business development.

Gabriella is also the President of Diversity Charter Sweden, a non-profit organization, which is an EU initiative that promotes diversity and inclusion in the workplace.



## **Gomti Shankar** (INDIA)

Gomti is a business leader with broad experience in content marketing, from an engagement, and audience-building perspective. She has created winning product propositions and business models across media, video content and music entertainment in companies, such as Motorola, Vodafone, Sony Music, Netflix, and Taboola.

With successful stints across industries, she has honed her understanding of the Asia market, with focus on India. Currently, Gomti is the Country Manager for India at Taboola.

Taboola is the web's largest content network, reaching over 1 billion unique users monthly across Mobile & Desktop via 22000 premium publishers worldwide and delivering 400 billion content recommendations each month.

Gomti drives publisher and media partnerships in India and has been instrumental in considerably growing Taboola's reach in India.

An intrepid traveler, who speaks 7 languages, Gomti is an internationalist and a global citizen, who cares deeply about sustainability.

Her interest and expertise lie in business development, digital media, and marketing.

# H



## Hannah Meium Harman (USA)



Hannah has spent her career growing brands through compelling content and experiences. A self-proclaimed “brand fan,” Hannah enthusiastically believes in the power of brand stories. Her in-depth knowledge of consumer social media behavior and the platforms themselves are key to her work helping brands think more like publishers. Following a recent move from NYC to London, Hannah is currently consulting with a few different clients, including The Drum, a global media platform and the most prominent marketing website in Europe.

Prior to making the move to London, Hannah spent nearly 10 years in NYC, with stints crossing the industry on the brand side (Madison Square Garden), publisher side (Mashable), and creative agency side (DDB NY).

As Director of Content at DDB New York, Hannah led digital and social content strategy as well as content partnerships for State Farm and Persil. Before joining DDB, Hannah spent two years as the Director of Branded Content at Mashable, where she oversaw the multi-platform work Mashable created for all brand partners. Highlights include Netflix, Ford, Qualcomm, Wells Fargo, American Family Insurance, PepsiCo, Hilton Doubletree, McDonald’s, and Kia. Prior to Mashable, Hannah spent six years at Madison Square Garden, creating content for the Rockettes, including the NY Emmy-award winning series “Rockettes Summer Intensive.” Hannah also helped grow the Rockettes social community from 3,000 to 1.4 million. A Minnesota native, Hannah began her career creating content for Mrs. Meyer’s Clean Day.



**Ingrid Louise Kvam** (NORWAY)



Ingrid Louise Kvam is the Content Director for Spray, which is Amedias content agency. Amedia is Norway's second largest publishing house and owns 72 local newspapers as well as Nettavisen - one of the most significant news sites in Norway. When Nettavisen established Spray as its in-house content agency in 2013, Ingrid was the first content director working with native advertising for a national news site in Norway.

During her time as Content Director in Spray, she has gained substantial expertise working creatively with idea and concept development, content production, optimization of native campaign as well as leadership, strategic planning, and analysis.



**Irina Pashina** (GERMANY)



Irina connects organizations and people through great content. She is a global content strategy and leadership expert with extensive experience in the technology and non-profit sectors. Leading a content strategy function at SAP, she shapes superior customer experiences with the right content across the spectrum of owned, earned, and paid media.

An economist and coach by training, Irina has a deep passion for the intersection of people, technology, and content. She believes that working with content is like a marathon: it requires discipline with a relentless focus on people and goals. With that belief, Irina drives the change of instilling a human-centric content culture with content being a customer-centric business asset. The approach has paid off, with her work recognized as best practice on multiple occasions.

Irina is also a frequently requested speaker on content, digital, and leadership topics, and contributes to advancing them in the worldwide marketing and leadership communities. Most recently, she spoke at the LavaCon 2018 and was a member of the Native Advertising Awards jury 2018. Recognized in 10 Women in Marketing and Communications You Should Know, she is a mentor and coach, helping people realize their potential and the potential of content.



**Iza Santos** (PHILIPPINES)



Iza Santos is the Studio Director of StoryLabs, the brand marketing unit of the most significant lifestyle network in the Philippines, Summit Media. Her team creates native stories and strategies for over 500 advertising partners, across Summit's 15 digital brands, including local editions of Cosmopolitan, Esquire, and Town & Country.

Iza has helped transition Summit's content studio from 10 print experts to 38 omnichannel storytellers, with a focus on native advertising. StoryLabs has added a string of local, regional, and international recognition to her profile, including a gold from the Global Festival of Media Awards in 2016 and a bronze for Best Integrated Program from the Native Advertising Institute in 2017.

Iza frequently shuttles to and fro Manila and Dubai to see her husband of seven months — proving that work-love balance is possible in this big digital world.

# J



## **Jackie Bernstein** (USA)



Jackie Bernstein is the director of branded content at Bustle Digital Group, guiding content strategy and execution across Bustle, Romper, and Elite Daily under the umbrella of BDG Studios. This year, the in-house content studio has kept pace with BDG's massive revenue growth while garnering industry recognition (WINNER 2017 Digiday Content Marketing Awards for "Best Use Of Instagram"; NOMINATED 2018 Digiday Publishing Award for "Best Content Studio" and "Best Custom Advertising").

Previously, she held positions at HuffPost Partner Studio and OMD.



## **Jaime Pham** (UNITED KINGDOM)



Jaime Pham joined the forefront of social media marketing with LinkedIn San Francisco nine years ago, before the word "content" ever entered the social media vocabulary. Now, living in London, she leverages that expertise as the lead social content and native advertising expert for the LinkedIn Marketing Solutions sales business across EMEA. Her goal is to inspire marketers to find success with content marketing to a professional audience. As LinkedIn's original Content Marketing Evangelist, she's developed a unique perspective on the power of social content for brands and individuals. Working across industries and geographies, she's helped global and regional marketers around the world understand the role of social media on the buyer's journey, craft content that is relevant and engaging, and use the power of social media to gain insights and optimize efforts.

When she is not running workshops for some of the world's biggest brands, she shares her insights into trends and best practices at conferences around Europe. Outside of work, her passions lie in her family, travel, yoga, dance, and theatre.

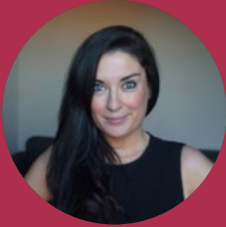


## **Jamie Waugh Luke** (USA)



Jamie Waugh Luke started her career in luxury and business journalism 20 years ago at Conde Nast and CNN and soon began to apply her storytelling talents in the branded content and advertising worlds. She worked as an ad and content copywriter for beauty and fashion brands, including Chanel, Tiffany & Co. and Brooks Brothers, focusing on brand voice and actionable e-commerce content. From there, she launched Gilt City as the site's Editorial Director and led the branded content team for the ahead-of-its-time women's style and beauty site DailyCandy. She now leads creative ideation and execution at the branded content lab The Foundry @ Time Inc (now Meredith Corp) for all the publisher's advertisers in the tech, health, finance, and international verticals, leading creative teams in the development of branded storytelling, through articles, videos, and responsive digital experiences. She continues to help her clients develop branded content and social strategy. With Meredith acquisition of Time Inc. in 2018, her responsibilities increased to include larger Meredith portfolio of brands.

# J



## **Joanna Carrigan** (UNITED KINGDOM)



Jo Carrigan is Head of Branded Content at News UK, sitting within digital strategy leadership and covering their full portfolio of heritage brands – The Times, The Sunday Times and The Sun. Her remit covers branded content across the group, as well as leading the e-commerce editorial team. Jo is responsible for branded content strategy, implementation, and delivery across the full News UK portfolio.

Formerly Commercial Editor at The Huffington Post and MediaCom alumni, Jo is a First Women Awards finalist 2017 (media category), and AOP rising star highly commended 2018. Jo draws on extensive content experience, gained from a background in journalism, agency planning and commercial environments.



## **Jonna Ekman** (SWEDEN)



Storytelling is one of mankind's most powerful tools. Jonna Ekman has always been fascinated by the extraordinary impact a great story can have, and she truly learned the craft as a young journalist at the local newspaper Ålandstidningen. In her search for new audiences, she quickly understood the power of digital social interactions and distributed her content to digital platforms long before Facebook had traveled across the Atlantic.

Working as an editor, journalist and PR manager at some of Sweden's biggest media companies and television channel TV3, she realized that great stories are great stories regardless of where they come from and whether they are editorial or commercial. Her undeniable talent for packaging and telling brand stories brought Jonna to Swedish startup KIT, a cutting edge, social-only publisher redefining the view of content in social media. In April 2018, the company launched a unique platform for storytelling and video creation on social platforms: Story Engine. As Marketing Director at KIT Story Engine, Jonna plays an essential part in both helping clients to tell their stories on social platforms, and also in spreading the story of KIT Story Engine around the world.



## **Jonna Säll** (SWEDEN)



Has worked with media and within content marketing for the last 10+ years. She has worked at Sweden's biggest newspaper, Aftonbladet, and helped develop the native advertising offer at Bonnier News and Expressen. Additionally, Jonna was one of the first 10 people to join N365 Group, a content marketing agency that now exists and thrives with offices in seven countries. Until recently, Jonna's focus has been on building the N365 business in the US with an office and base in New York. In January 2019, Joanna was appointed CEO of the N365 group.



# J



## **Josefine Kvarnström** (SWEDEN)



Josefine is responsible for Schibsted's Brand Studio in Sweden, focusing on all their native offerings. In 2009, she closed her very first native campaign at Aftonbladet, Sweden's largest daily. "For me, native has always been a sophisticated way of doing marketing." Last year, my team, together with the Stockholm School of Economics, finished the worlds largest native study. I'm so proud of the work we have done and the outcome that can help other companies and us within the industry to become even better when assisting our customers. There is no doubt that this area will keep on growing and deliver great results for customers as well as good stories for the people engaging with the content.

Along with her team, Josefine can brag about being the 2018 gold winner in the category 'Native Advertising Agency of the Year with under 20 employees'.



## **Juliane Sydow** (GERMANY)

Juliane Sydow is the director of Axel Springer Brand Studio, the digital/native advertising and content marketing unit of Europe's leading digital publishing house.

She holds a diploma in business administration and media consulting. Content-driven business models have always been key parts of her job. Juliane started her professional career as an editor. In 2011, she joined Axel Springer and has since worked for BILD, Germany's leading news site. Juliane was responsible for the business management of its content verticals, starting with the fashion online magazine Stylebook. Before taking over Axel Springer Brand Studio, she headed the vertical content department with then four websites for almost two years.

She is familiar with the challenges of catering to different target groups like the audience, advertisers and internal stakeholders, while always focusing on high-quality content.

# K



## **Katherine Power** (USA)



Katherine Power is a Fortune 40 Under 40 honoree and the co-founder and CEO of Clique a media, marketing, and consumer brands company, recently named to Fast Company's Most Innovative Companies list for 2017 and as Digiday's Most Innovative Publisher for 2018.

At Clique, Katherine drives all business operations, advertising, and brand partnerships, along with branded product development. Additionally, Katherine brought Clique into the wellness space, both with the launch of digital wellness community, The Thirty, and with the Clique's second and most recent partnership with Target on their newest activewear line, Joylab. Katherine also oversaw a Series C round of funding, with participation from investors, such as Jeffrey Katzenberg's WndrCo and Amazon.

Katherine is also the co-author of three books: *Who What Wear: Celebrity and Runway Style for Real Life* (Abrams, September 2009); *What to Wear, Where* (Abrams, March 2011); and *The Career Code* (Abrams, May 2016).



## **Katya Bazilevskaya** (USA)



Katya Bazilevskaya is the CEO and co-founder of Setka, one of 14 global WordPress VIP technology partners, delivering innovative management and editing tools that easily integrate into any CMS. Thousands of brands, publishers and media players from around the world work with Setka Editor to create beautifully designed branded content - without needing to code - to enhance their visual storytelling efforts, while attracting new audiences and enriching the reader experience.

Before discovering a passion for entrepreneurship, Katya began her career in communication strategy at Publicis Groupe Media Russia. Since then, she's co-founded and led several companies to success, among them Look At Media (LAM). Spread across four countries and 11 cities, with publications like The Village and the feminist-leaning Wonderzine, LAM is Eastern Europe's leading digital media and branded content agency, attracting 7 million unique monthly visitors across their online properties.

Katya has served as an active judge at Cannes Lions (2013) as well as the Webbys (2015, 2016), and has been recognized as a Young Communication Entrepreneur by the British Council and Young Media Manager of the Year (Russia) by PWC & Odgers Berndtson (2013, 2014, 2015, 2016, 2017, 2018). Her team's work has received over 65 international awards from NAI, Cannes Lions, the Webbys, D&AD, One Show, Eurobest, and many others. She believes in the transformative power of standout design, and that all content deserves to be beautiful.

# K



## **Kaveri Jain** (INDIA)



Kaveri Jain is a vertical business manager at Google. Prior to joining Google in 2018, Kaveri was a Digital Marketing Lead at HT Media Group. Here she set up the Group's first Native & Branded content studio. She's also spent years with Reckitt Benckiser in the UK and India developing their digital marketing expertise. With over 14 years' experience across FMCG, publishing, hospitality and the non-profit sector, she is now most passionate about creating great content and narratives that can be platform agnostic. "I think it's an exciting time to be in digital publishing and participate in the organic transition that is underway," she says, "forcing publishers and advertisers to exit their comfort zone."



## **Keiko Bang** (SINGAPORE)

Keiko Bang is the founder and CEO of Bang Productions Singapore. She is a leading media consultant pioneering gender equality via the global initiative "Beautiful Minds" which she founded and now works on with UNESCO. Bang Productions is renowned for their critically acclaimed and award-winning documentaries screened on major international channels such as Discovery Network, National Geographic, NOVA, ZDF, NHK, and more. Bang were the first creators of the award-winning "Incredible India" campaign for India Tourism. The company has been ranked in Realscreen's list of 100 Most Influential Documentary Production Houses in the World.

Keiko is known as both a visionary and passionate content creator with the requisite skills of a successful dealmaker and media consultant. Over the past 23 years, she has served major corporations and government agencies across Asia, building partnerships between companies such as Samsung and UNESCO in conjunction with BBC World. Bang Productions have also produced CSR content for McKinsey & Co on the Indian Aceh tsunami, native advertising content for the Prime Minister's Office of Japan on the 2011 Tohoku Earthquake. Here, Bang used celebrities such as Jackie Chan, Ken Watanabe, and Sarah Jessica Parker to ensure the catastrophes got the necessary attention.

Currently, Bang is working on native advertising strategies to bring the Korean Wave to India and Russia.

# K



## **Kelly Day** (USA)



Kelly Day is President of Viacom Digital Studios, an original content studio dedicated to creating quality programming for the social, mobile audience. She partners with Viacom's media networks to build audience engagement across Viacom's massive social and OTT footprint; develop new, original content and branded entertainment in a variety of formats; and drive engagement and innovation across platforms.

Prior to joining Viacom in 2017, Day served as the Chief Business Officer, and previously Chief Digital Officer, of multi-platform media company Awesomeness. At Awesomeness, Day was responsible for driving growth in the company's business by developing new distribution strategies for the digital, television and film studios; overseeing international expansion, launching Awesomeness in dozens of territories around the world; and driving new technology investments such as mobile and OTT apps.

Before joining Awesomeness, Day was CEO of Blip, an online video platform for independent content creators. Day also served as Executive Vice President and General Manager of Digital Media and Commerce for Discovery Communications from 2005 to '12. She also led E-Commerce at The Knot and held a variety of E-commerce positions at AOL from 1996 to 2003.



## **Kim Robertz** (GERMANY)



Kim Robertz is Managing Director of MM Musik Media, a unit of Ebner Media Group, one of Germany's biggest niche content publishers. She was responsible for the creation and implementation of Ebner's native advertising and multichannel sales strategy. Kim is a seasoned professional when it comes to creating customized branded content concepts and strategic partnerships. Prior to joining Ebner, she headed the Business Partnerships and Digital/Mobile departments at RTL Media Group/Bertelsmann.


**Laura Dornheim** (GERMANY)


Dr. Laura Sophie Dornheim holds a diploma in business informatics and gained a Ph.D. for her research on women in leadership positions. Throughout her career, she has earned almost 20 years of experience working with different digital businesses. One of her first jobs was with a large German publishing house, working on the websites for their many magazines.

Selling online ads as it was done in print was problematic from the very beginning and the results of this we see today in bad and annoying ads all over the internet. So when eyeo, the company behind Adblock Plus approached Laura in 2015 to become their Head of Communications, she didn't hesitate. She advocates for sustainable ad blocking as a user's right, which at the same time allows publishers to monetize their content with decent, relevant ads. Part of her job is also to advise advertisers and publishers on how to create ads that users don't feel the urge to block. According to Laura, good native ads, ideally in the form of branded content, are one way out of the dilemma of current online advertising. Laura is also the spokesperson for Flattr, eyeo's micropayment service. At Flattr, she promotes sustainable funding for digital content.


**Liesbeth Mack de Boer** (GERMANY)


Liesbeth, a.k.a "Lissi," brings over 20 years of experience in developing new relationships, solving problems and contributing to the overall growth in the media business. Her experience also exemplifies her cultural diversity: a native Dutch speaker with fluent German and English skills, holding an Executive MBA in Media Management from schools in Germany, Italy, and the United States. In her role as Managing Director - DACH for Ligatus she is working with an incredible team who are devoted to solving problems with premium programmatic native advertising in Austria, Germany, and Switzerland. She is advancing Ligatus' profile amongst DACH brands, agencies (this includes being a part of Bertelsmann's Ad Alliance) and premium media.

Lissi's past working experience includes CEO at the start-up company Energieausweis48, Executive Director of Markets & Sales at Trusted Shops, and CSO for the domain marketplace, Sedo, where she managed the global sales and marketing teams for over seven years and was in charge of Search Partner Google. Fun fact: she was responsible for the largest televoting project in the world, i.e. Eurovision Song Contest.


**Lisa MacLeod** (SOUTH AFRICA)


Lisa MacLeod is Head of Digital at Tiso Blackstar Group, South Africa's largest English-language publisher, and owner of 8 newspapers, 15 websites, music, film and radio businesses across the continent. Her role is to lead digital strategy and innovation and manage Tiso Blackstar's online properties with 6-million unique browsers monthly on titles such as TimesLIVE, SowetanLIVE, and BusinessLIVE, as well as implement sustainable digital monetization streams.

Lisa was previously General Manager of Digital for Media24's 24.com in Cape Town, and prior to that spent 12 years in London at the Financial Times, helping to drive their print to digital integration. She served as Head of Operations for FT.com, widely thought to be the most successful paid website in the media industry, and FT Managing Editor, overseeing staffing, strategic planning, and budgets for the FT globally.

# L



## **Liz Lorenzoni** (USA)



Liz Lorenzoni is Vice President of Strategic Partnerships for The Atlantic and oversees the team responsible for corporate advertising partnerships inclusive of native, digital, print, consulting, and event capabilities. Having been with The Atlantic nearly 6 years, she's experienced firsthand the creation and evolution of the brand's award-winning content studio, Atlantic Re:think, and plays a lead role in bringing its capabilities to market.

She's has been at the forefront of some of The Atlantic's biggest, most innovative native advertising programs with partners like Allstate, Boeing, Porsche, & Uber. Liz has a wide range of experience in the marketing and media fields; prior to joining The Atlantic, she worked at Google, American Express Publishing, and PureWow. She completed her BA at Cornell University and her MBA at the Kellogg School of Management.

Honored as The Atlantic's Salesperson of the year in 2015 and 2018 due to her accomplishments, Liz was named as one of Folio's Top Women in Media.



## **Lotta Tjulin Thörnqvist** (SWEDEN)



Lotta has been at Schibsted since 2006 and is now Head of Creative Sales at Schibsted Brand Studio, leading and coaching Creative and Native Specialists to ensure advertisers run creative campaigns with measurable effects in Schibsted's ecosystem. Lotta was a part of the team of four people that started Schibsted Brand Studio in 2016. Today Schibsted Brand Studio has grown to 19 people, including native specialists, creative editors and video producers and was awarded Best Native Studio of The Year (under 20 employees) at Native Advertising Awards in Berlin in November 2018.



## **Louise Bjarnt** (DENMARK)



Louise Bjarnt has worked with publishers for the past 2 decades. While native advertising was still a brand new discipline in Denmark, Louise was part of building up the native setup at Berlingske Media. These days she is working at Politiken. Here she plays a central role in taking Politiken's native ad products and services to the next level, and in close collaboration with her in-house colleagues, she is dedicated to helping brands learn how to think more like publishers.

Louise is an entrepreneur and a visionary woman, and she has a great understanding of what inspires and moves her target audiences regardless of the content having an editorial or commercial intent. Storytelling is the oldest method within communication, and will never go out of style.

She firmly believes that brands need to take on a bigger responsibility in the future, for the world and community they are a part of, and she is therefore very passionate about the big question on how brands can tap into that and still be a healthy business.



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# M



## **Mara Einstein** (USA)



Mara Einstein has been working in or writing about the media industry for more than 30 years. She has enjoyed stints as a marketing executive at NBC, MTV Networks, and at major advertising agencies. Dr. Einstein is the author of six books, including *Black Ops Advertising: Native Ads, Content Marketing, and the Covert World of the Digital Sell* (O/R Books, 2016), which was positively reviewed by Tim Wu in the *New York Times*, and *Advertising: What Everyone Needs to Know* (Oxford University Press, 2017). Her work appears in academic journals and edited texts as well as in popular outlets including *Newsday*, *Broadcasting & Cable*, *Advertising Age*, *Harvard Business Review*, and *Fastcoexist*. She is regularly quoted as a marketing expert on NPR as well as in the *New York Times*, *Bloomberg BusinessWeek*, and the *Wall Street Journal*, among others. Dr. Einstein is a Professor of Media Studies at Queens College, CUNY, and the director of their MA program in media and social justice.



## **Maria Gelman** (RUSSIA)



Maria Gelman is the Executive Creative Director at Look At Media, a leading independent digital media company in Eastern Europe with licenses in 3 countries and 15 cities. Maria has over 10 years of experience in digital advertising. In the past 8 years, her team was recognized with over 65 international advertising awards for branded content projects including Cannes Lions, Webby and Native Advertising Institute Awards.

Maria's goal is creating efficient, ethical native advertising solutions that will work on all levels of the sales funnel, combining editorial, creative and adtech approaches to native advertising. She also leads a strategic consulting team called BrandWave that helps brands to fuel positive cultural changes.

Maria is an active speaker at multiple regional advertising events and a professor at RANEP business school in Moscow where she teaches a course on Native Advertising.

Beyond that, she is an eco-activist, and her goal is to live a sustainable life and to inspire people around her to do the same. She shares her experience in a personal blog and e-mail educational course about sustainable living with over 20.000 followers in total.



## **Maria Marteleur** (SWEDEN)



Maria Marteleur is now the CEO and Founder at Storstad, a strategic storytelling agency with a focus on social media and native advertising. She was the first Native Ad Editor at the news desk when Sweden's most prominent daily business paper, *Dagens Industri*, started its native ad-business in 2014. She later became the Product Manager of Native Advertising at *Bonnier News* (*Dagens Nyheter*, *Expressen*, *Dagens Industri*, and *DI Digital*). She's been a native advertiser since 2007 when she worked with daily newspaper *Metro*.

# M



## **Mary Gail Pezzimenti** (USA)



Mary Gail Pezzimenti is the VP of Content at CBS Interactive. Her resume counts similar VP positions with companies such as the Huffington Post where she led the Content Creation. Until 2018, she led the rebranding and launch of Mashable Brand X, a branded content studio of Mashable. Mary Gail is an expert when it comes to content strategy and editorial business strategy. She has over a decade of experience in helping brands with campaign-driven native advertising, content marketing and brand initiatives that genuinely resonate with audiences.



## **Melanie Deziel** (USA)



Melanie Deziel is an award-winning branded content strategist, consultant, and keynote speaker who travels the world teaching marketers and publishers how to tell better brand stories. She is the founder of StoryFuel, a firm that offers brand content consulting, advisory and training to both brands and publishers. She is on the board of the Native Advertising Institute and is a member of the NYC chapter of the National Speaker Association.

Melanie was the first editor of branded content at The New York Times, where she wrote the sponsored content pieces that won the 2014 and 2015 Best Native Advertising Execution OMMA Award, including the acclaimed “Women Inmates” piece for Netflix. She is also the former director of creative strategy for Time Inc, worked as a content and social strategist for HuffPost Partner Studio, and served as a Branded Content Expert in Residence at BRaVe Ventures.



## **Mélissa Cecilie-Desfontaines** (UNITED KINGDOM)



Melissa Cecilie-Desfontaines is International & Social Commercial Director at Adyoulike, Europe’s leading native advertising platform. Originally from the South of France, Melissa has been at Adyoulike for 5 years, helping to evangelize and grow the native advertising market in the UK and globally. Melissa has a Masters degree in Marketing from the European Business School in Paris and a Bachelor’s degree in Business Administration from Kedge Business School. Melissa heads up the international and paid social relationships with all media agencies in the UK, working on international and social native advertising briefs for global brands such as Samsung, Airbnb, Fitbit, Staples, Nike and many more.

# M



## **Melissa Diaz** (USA)



Melissa is Director, Ad Product Marketing at Meredith Corporation (NYSE: MDP; meredith.com), American, National, and Local Digital, TV & Print Media conglomerate. Melissa and her team evangelize and build 70+ RAD digital ad products providing go-to-market strategy across Meredith's 40+ US media brands for native advertising, branded content, display, shopper, influencer and other great ad products for Fortune 500 and numerous other partners. Melissa was the Native Product lead, launching Time Inc.'s (acquired by Meredith in 2018) new native advertising and content offerings in 2017 following building the native and branded offerings since 2015.

Previously, Melissa hung her hat at boutique advertising agency o2kl working on strategy, production and management of TV, digital and print on fun campaigns including numerous award-winning and innovative big brand ideas like AARP's RealPad launch. Just prior, Melissa put down building blocks at Nature Education, the education startup division of Nature Publishing Group, as the sole marketer for the first-ever interactive, digital biology e-textbook for college/AP courses. Melissa surpassed previous great milestones at media agency, Underscore Marketing, startup THRYLL (The "GILT" membership sale site of action sports), consulting for startups and amazing, business-conference company Terrapinn!

15+ years in the advertising and marketing space, and pioneering native advertising and content offerings across startups, creative & media advertising agencies, and publishers have made Melissa a highly-recommended business leader.



## **Melissa Rosenthal** (USA)



Melissa is the Executive Vice President at Cheddar, a new live video media company at the intersection of business news and culture. For her creative work in advertising, she was named to Forbes' 30 Under 30, Business Insider's 30 Most Creative People Under 30 and as one of Digiday's "Changemakers."

Previously, Melissa was BuzzFeed's Vice President of Creative Services, where she led a team of global creatives responsible for building native social content executions for advertisers. Melissa and her team worked with Fortune 500 brands to create compelling, engaging, and social branded content for the social web. Joining the staff in 2010, Rosenthal was a key contributor to the early success of BuzzFeed's branded content advertising model, and created the site's first ads.

# N



## **Nataša Šudeliija** (CROATIA)

Nataša first heard about native advertising in 2015 from her brother Nikola who studied advertising in the US.

Nataša is an excellent example of a self-taught native expert with a Journalism background who accomplished a lot in a short period. Step by step, she got the opportunity to create one of the first native articles in Croatia in early 2016, and later she was involved in setting up 24ContentHaus, the in-house native advertising studio in 2017. 24Sata is the most awarded native studio in the world. Apart from creating stories and developing new native ad formats, her focus and passion is distribution and strategy which she thinks is the most crucial part of every campaign.

After 24sata, Nataša found her safe-haven in Foreo - the beauty tech giant that is often called “Apple of skincare”.

She transferred from native advertising to content marketing and replaced Croatia’s market for latam one (650 million people!) and she says “I couldn’t be happier!”. This opportunity enables me to do the same things but on a much much bigger scale, and being a part of a global company is something that is truly priceless. Of course, being on the client’s side for the first time is a special thrill.



## **Nelly Gocheva** (USA)



An award-winning content solution strategist and brand marketing expert, currently Nelly is the global head of editorial at T Brand Studio, The New York Times’s in-house creative agency, where she oversees multimedia content partnerships across EMEA and APAC. A founding member of the global team, she developed the international storytelling systems, editorial workflows, and practices and helped establish core content strategies – leading to the growth of the department with teams in London, Paris and Hong Kong.

Nelly joined The New York Times from Monocle magazine where – in addition to setting up and leading the Toronto Bureau – she helped create and implement the custom content and business strategy for Canada and North America, spanning print, digital, podcasts, and merchandise partnerships. At both T Brand Studio and Monocle, she increased global brand reach and strengthened the link between editorial teams and commercial departments, while balancing content and business growth.

Brands and organizations she’s worked with on content partnerships and brand strategies include LVMH, Nike, Airbnb, UBS, Credit Suisse, Cartier, Chanel, Samsung, Philips, Bosch, Hyundai, BMW, Turkish Airlines, Korean Air, the Singapore Tourism Board, the City of Rio de Janeiro.

Nelly is also a guest lecturer at The University of Toronto, The Cardiff School of Journalism and London City University.



# N



## **Nidhi Raj** (INDIA)

Nidhi Raj is a passionate, strategic, result oriented and resourceful, creative marketer with 15+ years of experience. She resides in Mumbai, India where she seeks to leverage proven leadership and strategy skills and grow revenue through solid paid, owned and earned efforts for the World's leading end-to-end technology distributor, Tech Data. As a marketing manager, she is responsible for driving comprehensive channel marketing strategies for Tech Data and working with 20+ vendors, including HPE, IBM, NetApp, Dell EMC, and more. Her goal is to build programs that drive awareness, demands generation and enables more partnerships.



## **Nina Nørgaard Jacobsen** (DENMARK)



Nina recently founded biites.com, a new film-platform dedicated to collecting and displaying the best in advertiser-funded long-form films and series. She currently works with both brands and TV-production companies to help create the next generation of AFP programs and to take sponsored films and series to the next level.

She is dedicated to connecting business value to content marketing. As previous head of Business Development and Marketing at one of Denmark's largest law firms, Nina was at the forefront in integrating innovative content marketing with measurable business KPIs in an otherwise largely conservative industry. Prior to this, Nina led the development of one of the largest Danish entrepreneurial fairs in Copenhagen. During her work with founders and start-ups, Nina focused on creating a content strategy for the event based on the entrepreneurs' stories, dreams, and aspirations.



## **Nina Kennedy** (GERMANY)



Nina Kennedy has spent her entire professional life in the digital world — and still loves it. After studying in Germany and the USA, she joined the quickly expanding digital media landscape.

Nina started working in digital media planning and strategy at Universal McCann, helped with building a digital unit for Axel Springer's agency and proposal management and was in charge of VICE's digital media business in Germany as Head of Digital Network.

In 2018, Nina Kennedy was promoted to Head of Media DACH and unified the digital media business of all three German-speaking countries in Europe as Head of Media DACH. The same year, she was a speaker at Digiday in Monaco and Native Ads Camp in Cologne where she presented VICE's exceptional strategy to successfully reach Gen Y and Z through native advertising.

Nina Kennedy is now Vice President Media DACH for VICE. Her goal is to establish a progressive media strategy focussed on custom rich media, data and video-centric native advertising in all three German-speaking countries.

# N



## **Nora Vanderschrick** (BELGIUM)



After studying Communication Sciences at the University of Brussels, Nora first worked in the music industry. Afterward, she gained some creative sales skills at SBS and ended up in the creative sales department of the biggest publishing sales house in Belgium: de Persgroep Publishing.

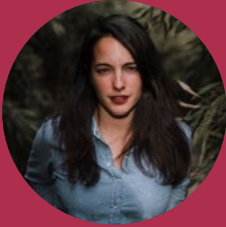
Native advertising soon proved to be the holy grail to counter declining sales revenues. Advertisers set their mind on storytelling. That is why BrandTales, a brand new dedicated team on native advertising projects, was born. The biggest challenge? Convincing the editorial staff of the power of storytelling when used by advertising brands. We also had to impart what native advertising is all about to our advertisers. It.Is.Not.An.Advertorial.

The secret behind an excellent native campaign is finding the unique common goal between our own publishing brands and advertisers: entertaining, educating & informing our audiences.

And there you have what Nora likes the most about her job. Inspiring her talented team to make native advertising a successful and booming business. Enabling growth in revenues year after year by looking for new innovations. Convincing the editorial staff to publish our native content as premium content. And last but not least: a well thought-out pricing and evaluation model.

As from 2018, de Persgroep Advertising merged with MEDIALAAN. Nora is now responsible for the department "Creative, Strategy & Native" overall media (radio, tv, online, print). From January 1st, 2019, she has again taken responsibility for the native sales team.





**Olalla Uriarte** (SPAIN)



Olalla Uriarte is one of four Branded Content Directors at Unidad Editorial, one of Spain's biggest publishing groups. She is a seasoned journalist and, in 2015, she decided to switch her editorial focus to branded content and help build the native advertising unit at Unidad Editorial.

She believes that when brands and publishers work together, the content they create becomes more relevant than traditional advertising. Ultimately, the readers at Unidad Editorials many publications benefit from this high-value content created especially for them. She is a firm believer that a new ecosystem for brand storytelling where everyone can learn and receive useful insights from others is the ultimate win-win for everyone.

# P



## **Pippa Scaife** (UNITED KINGDOM)



Pippa Scaife is Commercial Director, Digital Ad Sales, and Data, at CNN International Commercial (CNNIC), where her focus is on growing partnerships for emerging brands such as Great Big Story, the independent global media company dedicated to cinematic storytelling.

Based in London, Scaife works with Great Big Story's product and editorial teams, as well as CNNIC's Digital Directors and global advertising sales teams around the world, to identify new business opportunities, develop brand solutions and build on the successful partnerships that have been crucial to Great Big Story's growth over the last two years. Working with partners including ANA, Dubai Tourism, and IBM, Great Big Story delivers a broad range of innovative solutions, as well as the company's core offering of socially distributed micro-documentaries that bring brands to life by showcasing unique and inspiring characters.

Scaife was previously Head of Business Development at Box Plus, the UK's largest music TV network, where she looked after commercial partnerships and digital advertising during a pivotal time in the company's digital transition. Prior to that, she held roles at Sony PlayStation and Spotify.



## **Princey Roy** (INDIA)

"Whenever I have reached an obstacle, I have victoriously turned it around into an opportunity!", says Princey Roy. Over the past 14 years, she has evolved as a digital media pioneer with an undying passion for this industry. She firmly believes that leaders become great, not because of their power, but because of their ability to empower others. With her ability to be a fast learner and understanding any situation in depth, she has been able to break down difficult business ideas into small achievable steps for the foot-soldiers at the bottom of the pyramid.

Through her entire career trail, she has attracted team members and turned them into long term assets. People rate her a 10 on 10 when it comes to maintaining relationships. "My guideline is that 'All five fingers are not the same' in any organization where I have lead teams", Princey Roy says.

# R



## **Rachel Watkins** (USA)



Rachel Watkins is the Director, Distribution & Audience Development for NBC News Brand Studio (CNBC, Today, NBC News, MSNBC) where she leads the measurement, content distribution and strategy of branded content. Before joining NBCU, she was at T Brand Studio at The New York Times working heavily on UX analysis and content distribution strategy of owned and operated properties. Rachel's focus this year at NBCU is to expand the distribution products available to the NBC News Brand Studio.



## **Razia van der Schuur** (SOUTH AFRICA)



Despite having the experience and industry knowledge of all aspects of digital, Razia had to pick a primary area of focus. She chose Native Advertising and Social Media. The strategies of these two areas run parallel when it comes to audience development for websites and communities, as well as revenue growth. Razia's main focus area has lead to her current position as the head of audience development at Independent Media Ltd in Cape Town, South Africa. Here she works with identifying new ways to attract audiences to networks and build lasting relationships. She collaborates closely with SEO strategists to develop content plans for online editors, and train these editors across the country with best practices in social media.



## **Rhian Mason** (UNITED KINGDOM)



Rhian is an experienced digital marketer that specializes in producing both creative and performance driven native solutions. Having worked with many top global brands, she has a wealth of experience in delivering end-to-end strategies. She has successfully established branded content offerings across APAC and EMEA regions and identified the need for native advertising to sit as a core digital media channel. Her focus is on building audience-first campaigns that culturally cut through, whether that is with publishers, tech platforms, or influential voices.

# R



**Ricki Petrini** (SWEDEN)



Ricki is the director of Brand Communication at Mediekompaniet. A journalist at heart, she is a true native ambassador, making guest speaking appearances all around her home country Sweden, for some of the biggest companies, agencies, and media buyers. This year, she and her team in Stockholm is busy with a new report that will launch in July 2019. The report is looking at representation in legacy news media, from a gender perspective as well as background. "We talk so much about context and brand safe environments in the industry. But from a democratic point of view, we want to know, who gets to have their voice heard in the news?"



**Rita Orschiedt** (GERMANY)

Rita is Head of Content Marketing Solutions at Süddeutsche Zeitung GmbH. Prior to her current position, Rita was responsible for Branded Content at ze.tt (Zeitverlag) after having worked both in journalism and marketing for nearly a decade. She has written pitches for more than 200 clients on brands, employer branding or and the educational sector. Her mission is to enable the best experience for all sites: The editorial teams, the clients, the marketers, the agencies – and most importantly for the readers.

# S



## **Sanne Sønderskov Jensen** (DENMARK)



Sanne Sønderskov Jensen is Managing Director for Strossle Denmark, the leading Content distribution platform in the Nordic countries.

From 2017 to 2018 Strossle Denmark increased the revenue with 75% and almost 100% the year before.

Sanne came to Strossle march 2017 as a Sales Director to help build up the revenue in the Danish office. Later she became the Managing Director and now is responsible for both the publishers, the advertisers, and the overall strategy for Denmark.

Sanne has worked in the digital industry since 2005 and has graduated from Copenhagen business school in 2004.



## **Sara Narvhus Oksdøl** (NORWAY)



Sara is the CEO at Spray, one of Norway's biggest native advertising agencies and a subsidiary of Amedia, a media corporation with more than 70 news sites. As a company, Spray has defined the native advertising scene in Norway for more than 10 years, and Sara has played a vital role in building the company from the early days of native advertising.

As a part of the successful journey with Spray, Sara has built a cross-functional team with strategic advisors, storytellers, performance managers, sales executives, photographers, web designers, and web developers. She has been at the forefront of challenging how the biggest brands in Norway can influence and meet their brand goals with native advertising.

Sara is a member of Content Marketing Norway's academic council and a lecturer for its leading content marketing certification in Norway. She is also a seasoned speaker at native advertising events, focusing on how leading brands can innovate with native advertising.



## **Sarah Wood** (UNITED KINGDOM)



Sarah Wood is the chair & co-founder of Unruly, the global video advertising marketplace acquired by News Corp in 2015. She currently sits on the boards of clothing company Superdry plc and Tech Nation, the UK network for ambitious tech entrepreneurs. She is a technology ambassador for London, a member of the London Mayor's Business Advisory Board & an ambassador for The Prince's Trust Women Supporting Women Programme. Sarah has been named Veuve Clicquot Businesswoman of the Year, City AM Entrepreneur of the Year, and has been awarded an OBE for services to technology and innovation. She is also the author of best-selling career handbook *Stepping Up: How to Accelerate Your Leadership Potential*, which calls for more diverse, digital and empathetic business leaders.

# S



## **Sarah Carey** (USA)



A creative strategist by nature, Sarah is a digital media executive with a proven track record in building and growing digital content teams. Sarah is currently the head of the digital branded content studio at Hearst Digital Media, where she oversees a team of ~30 video and content creators executing custom, co-branded content campaigns across all 25 of Hearst Magazine's digital brands. Her day-to-day involves navigating the world between sales, marketing, and custom content. Previously she has worked as a producer, director, account/project manager, and brand liaison specializing in branded video content for evolving platforms across the web and social media. Sarah is an experienced bilingual brand liaison for brand partners, agencies, and show sponsors, and understands the art of authentic contextual integration into US Hispanic and global programs.



## **Siri Skaalmo** (NORWAY)



Siri Skaalmo brings extensive journalistic and digital experience into the field. She is a former journalist, editor in chief and business developer at "The Financial Times of Norway"; Dagens Næringsliv. She now heads up the media house's content service agency, DNX.

By mixing design, innovation and advanced visual storytelling the native studio delivers high quality, award-winning content projects. Skaalmo has also initiated a broader Nordic B2B-service across media houses, bringing value to international customers with a Nordic approach. She holds a bachelor's degree in Media and communication, as well as an Executive Master in Strategic Business Development and Innovation from BI Norwegian Business School.



## **Sophie Miskiw** (SWEDEN)



Sophie Miskiw is the Commercial Editor of European news brand The Local's Creative Studio. Merging her mixed background in copywriting and journalism, she oversees the end-to-end creation of native content for global brands that have included Lufthansa, Volvo, and UEFA. Before joining The Local in 2017, Sophie cut her teeth creating content at a digital marketing agency before turning freelance and writing features for publications including The Mail on Sunday's YOU magazine and The Spectator. She then moved in-house to work as the sole copywriter for a Stockholm-based global retailer.

Sophie strongly believes in creating content that is valuable for both the reader and the brand (and is happy to push back until she feels that sweet spot has been met). She seeks hyper-relevant stories that connect with The Local's particular readership - it's a deep understanding of this audience that results in the most powerful and persuasive content.

Sophie was thrilled when her team took home Bronze at the Native Advertising Awards 2018 for 'A Woman's Place', a native campaign run in partnership with Invest Stockholm promoting Sweden's capital as the world's most gender-equal city (a topic close to her own heart).

# S



## **Stephanie Losee** (USA)



Stephanie Losee is the Head of Content at Visa Corporate Communications. Her previous two roles were Head of Brand Content at POLITICO, where she launched the publication's custom content studio, and Managing Editor of Dell, where she directed Dell's editorial content strategy. Marketing Insider Group named her a Best Marketing Speaker of 2016 and The Holmes Report named her one of the Top 25 Innovators of 2015. She is a former writer at Fortune and editor at PC Magazine.

Stephanie Losee is Chairman of the Jury for the Native Advertising Awards, which are awarded every year at Native Advertising DAYS.



## **Stephanie Himoff** (UNITED KINGDOM)



Stephanie Himoff is the Vice President of Global Publishers and Platforms at Outbrain, the world's leading native advertising platform. Her promotion to this highly visible, corporate position comes on the heels of successful partnership deals she led in 2018, most notably Eurosport, Sky, BBC, and The Guardian. From first joining Outbrain in 2012, Stephanie has been instrumental in helping grow the company. Working alongside her team, she has signed some of the world's most premium publishers, extending Outbrain's reach in the UK to 85% of its digital population.

Stephanie's savvy, effective leadership, and mastery of business development has propelled her career forward at Outbrain. With more than 20 years of international experience growing markets and scaling businesses, Stephanie continues to expand Outbrain's publisher side of the business globally through her strategic insight and critical thinking.



## **Stevie Antonioni** (UNITED KINGDOM)



Stevie Antonioni is a Digital Media and Communications Expert whose determination, innovative problem-solving, and extensive knowledge have all earned her the reputation as an industry leader. Throughout the last 14 years, she has garnered in-depth digital media experience across numerous prominent blue-chip companies including ITV, Trinity Mirror, and Hearst Magazines. Within that time, she has effectively spearheaded small and larger teams and executed countless short- and long-term strategies.

Presently, Stevie serves as the Commercial Director at Avid Media, part of the Dentsu Aegis Network. In her current role, she has ultimate responsibility for the UK & EMEA native growth strategy. Continually dedicated to creating positive change within her community, she also strives to champion workplace equality and providing mentorship to up-and-coming female professionals.



# S



## **Stine Bjerre Herdel** (DENMARK)



Stine Bjerre Herdel is Head of Børsen Creative, the creative agency of Denmark's largest business paper, Børsen. Stine has a solid background as journalist, editor and communications advisor. She has been part of developing a whole range of new media platforms in Denmark and has also developed content campaign solutions for both big and small brands over more than 15 years. Stine combines her journalistic toolbox with strategic and conceptual experience to create new business initiatives for Børsen as well as native advertising campaigns, that matches the well-educated, busy readers of Børsen.



## **Stine Fosmark Mathiasen** (DENMARK)



In her position as Head of Content & Creative at Benjamin Creative, Stine is responsible for every piece of quality content the bureau creates for its many clients. Starting out as a journalist, Stine worked for years at various interior magazines, as well as editing the home and design sections of some of Denmark's most-read daily papers.

In recent years, Stine's time has been spent on sponsored content and native advertising. She started this new journey as the editor of Native Advertising Institute's blog, which she helped initiate.

Recently, Stine also received the title of Head of Native Advertising, as the one-year-old Benjamin Native Studio became part of Benjamin Creative due to an organizational change. So as the leader of the Studio, Stine is in charge of all native advertising to Benjamin Media's own magazines and channels. Benjamin Native Studio, in its very short lifetime, has marked itself as a leading native agency in Denmark. Campaigns have been executed at a very high level, won international recognition and received great praise from both customers and colleagues in the market.



## **Sujata Dwibedi** (INDIA)



Sujata Dwibedy is a business-focused, multimedia futurist focused on delivering innovative & measurable media solutions. She has extensive experience across integrated communication planning and customized solutions across product categories such as F&B, Airlines, Travel and Tourism, BFSI, Telecom, Entertainment, and Luxury. Dwibedy's professional experience spans across global media giants such as IPG, Publicis Groupe, Omnicom Media Group and currently at Carat Media, an agency under the Dentsu Media Group.

With 19 years of in-depth experience in all aspects of Media as well as Business; planning, buying, and research, she knows what it takes to deliver the best media product to top-notch clients. Her numerous industry awards are a testimony to her qualifications. She has won the EMVIES and BIG Bang Awards on various projects pushing every buck to deliver extra. Recent awards include ICMA, CIDCA, and Maddie's.

# S



## **Susan Borst** (USA)



Susan is the VP, Mobile at IAB (Interactive Advertising Bureau) located in NYC. She leads the IAB Mobile Marketing Center of Excellence and has a mandate to further the organization's initiatives in native advertising and content marketing, which she largely built at IAB. She works with hundreds of leading digital publisher and technology providers to set guidelines and provide industry thought leadership.

Susan was named as one of "15 People in NYC that are Changing Advertising That You Need to Know About" by Alley Watch, a "Top 50 Content Marketing Influencer at CM World 2016 and 2017" by TopRank, and a "Top 50 Marketing Leaders Over 50" by Brand Watch.

She is on the judging jury for the Native Advertising Institute Awards, The Content Marketing Institute Awards, the Rakuten Golden Link Awards, and the Shorty Awards and is a frequent speaker at significant industry conferences.



## **Suzanne Taylor** (USA)



Suzanne Taylor is the Head of Experiential Marketing at the New York-based advertising agency, Xandr. Suzanne has +13 years experience in the marketing and events space, spanning the ad tech, digital media, finance, and non-profit verticals. Prior to her current position, she held a management role in AdCo's (formerly AppNexus) corporate marketing organization. Here she oversaw the global events team, including all experiential activations at marquee industry conferences, and events and speakerships across the globe.

Suzanne is a champion for diversity and inclusion, ensuring that event programming supports the growth of female leadership in the technology and media industries. That's what earns her a place on this year's list.

# T



## **Tatjana Biallas** (UNITED KINGDOM)



Tatjana Biallas has been working in the media industry for over 10 years. In her role as the Country Manager DACH, Tatjana is heading up the growth of the DACH region. Her media & sales career started in Cologne working for the largest German broadcaster Mediengruppe RTL, where she learned the basics of why content is king. She has degrees in business administration and media & communication from the City University of London.



## **Tijana Pavlovic** (SERBIA)



Throughout the last 13 years as a digital professional, Tijana has had the pleasure of managing the development of some of the most significant publishing websites in Serbia since their establishment. Managing people and clients' projects in advertising, she has gained a complete insight into digital strategies and brand communication from various industries.

In 2015, Tijana joined Ringier Axel Springer to lead a digital advertising team. Meanwhile, due to developing and upgrading the business, she was assigned to lead a newly formed team of Digital Service and Native Advertising, which is meant to be fully devoted to creating multichannel strategies for international clients.

The pioneering role as one of the first in the Serbian market was to develop and offer a special service of integrated models of communication through diversified websites and the social media portfolio of Ringier Axel Springer, providing a greater user experience for readers to achieve remarkable results for clients.

Tijana has been enjoying the challenges of the quick-changing industry, as it represents a vast field for discovering and researching new and innovative approaches to native advertising to match the adapting character of customers' habits and demands with clients' requirements and goals successfully. For Tijana, it has been a great pleasure to support clients' businesses and see them improving and refining their activities through inspiring and precious engagement with an audience.

# T



## **Tine Karlsen** (NORWAY)



Tine Karlsen is Co-Founder and CEO of Vev, the first design and publishing platform specialized for the media industry. Vev is used by leading native advertising studios, such as Bonnier News Brand Studio, VG Partnerstudio, Schibsted Brand Studio, and DNX Studio – to mention a few.

The idea behind Vev arose when after working in the media environment, there was no ultimate tool to involve and increase efficiency amongst all parts of the production chain, i.e developer, designer, and content creator. It was difficult and close to impossible to make new, nice-looking and artistically flexible articles and landing-pages in existing content management solutions without involving heavy lifting parts of the organization (IT & developers). Vev's job in the media industry is to remove time-consuming and outdated processes that have hindered the industry from developing and scaling their creative content business model. With Vev, Brand Studios are creating a large volume of beautiful and innovative articles with record-breaking reader engagement time and value for advertisers.

Tine's passion is to provide creative freedom to help businesses create new and better user experiences through technology. She believes traditional industries and fast-moving small businesses are the ultimate match to drive innovations forward.



## **Tori Jaffer** (UNITED KINGDOM)



Tori's account management career spans over 5 years, with demonstrated experience in creative industries in both Adelaide and London, across an array of iconic clients such as Coopers Brewery (AUS), Peregrine Corporation (AUS), Great Southern Rail (AUS), Motor Accident Commission (AUS), South Australian Tourism Commission (AUS), Hugo Boss (UK), Net-A-Porter & Mr. Porter (UK), Tesco (UK), NBC Universal (UK), South African Tourism Board (UK), Oasis Clothing (UK) and more. She currently holds the position as a Senior Accountant Manager at Nemorin Film & Video Ltd, a worldwide supplier of high-quality video production services for Publishers, Brands, Agencies, SMEs and more. Tori is skilled in end to end omni-channel campaign management, specialising in video production project and client management.

# V



## Vilma Petrelius (FINLAND)



Vilma is one of the first young talents in the field of native advertising and influencer marketing. She started her career at native advertising in the year 2014 when she took a role in a promising native advertising platform start-up company as a customer success manager. In a short time, her talent was noticed and she was offered a chance to begin as a partner and co-owner. After three years, she left and accepted a position as a commercial producer at Otavamedia. Vilma actively and tirelessly works to improve the quality of native advertising in Finland. Part of her role is to educate Finnish media agencies to do and offer better native advertising solutions. Vilma has been a part of the Finnish native advertising industry from the moment when it began to be acknowledged as a common form of advertisement in Finland.

Vilma is an active member of IAB Finland content marketing committee and has a crucial role in defining the guidelines and recommendations for the different forms of content marketing in the Finnish market.

Vilma's true passion is influencer marketing. She's one of the pioneers in the Finnish market to combine sales minded thinking and quality branded content with terms of influencer marketing. Vilma passionately works to improve the quality of influencer marketing. She educates both influencers and advertisers to learn to produce premium content and comply with the evolving terms and guidelines of the industry.

When Vilma is not working, she spends her time with her family or with her loved hobby of horseback riding.

This infographic is a subtle gesture from the NAI that marks the International Women's Day 2019. The ladies included on the list are all true beacons of light. Some are accomplished and seasoned marketers, others are rising stars. What they all have in common, though, is that they collectively make the global native advertising industry sparkle.

**Download hi-resolution version**



## About the author

Stine Holmgaard is COO and Partner at the Native Advertising Institute.

Apart from running NAI, Stine also spearheads the Native Advertising DAYS conference which NAI initiated in 2015, back when native advertising was merely a buzzword, and dedicated budgets for native advertising were nothing but a soft whisper in the marketing industry. It's safe to say, that the whisper has changed to a roar since then.

Stine also Heads the Events department at Brand Movers, the leading content marketing agency in Denmark. Here, she runs the agency's own event activities e.g. Clever Content Conference, Scandinavia's biggest conference on content marketing. Moreover she consults clients on their event marketing and management efforts.

Stine is an enthusiastic and dynamic event marketing and management professional who finds great pleasure in establishing new collaborations, networking and challenging the status quo of like-minded marketing professionals with the attempt to raise the bar for content production and native advertising at a strategic and tactical level.

She holds a Master of Arts in Marketing and Management Communications from Aarhus School of Business with a special degree in Corporate Social Responsibility.

## About Native Advertising Institute

The Native Advertising Institute is a global think tank dedicated to leading, educating and connecting marketing, advertising, communications and publishing professionals in an effort to advance the native advertising industry.

We provide unique research, thought leadership and actionable tools such as case studies, best practices and how-to guides as well as industry insights on our blog. Every year we host the world's leading conference on native advertising 'Native Advertising DAYS' which attracts a number of prestigious speakers, brands and publishers. Furthermore, we celebrate the best native advertising work in the industry with our annual Native Advertising Awards.





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2019

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## **Deadlines to remember:**

Early Bird Deadline: April 7th, 2019 - €195 per entry  
Lazy Bird Deadline: June 2nd, 2019 - €235 per entry  
Last Chance Deadline: August 11th, 2019 - €295 per entry





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