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## 2016 North American Effie Awards Grand Effie Jury Announced

The Grand Effie Jury for the 48th Annual North American Effie Awards, which recognize marketing effectiveness, has been announced. The jury represents marketers and agency leaders with a diverse array of perspectives and was handpicked by Effie Worldwide and its Board of Directors.

On June 2, the jury will meet at The New York Times headquarters in New York City to analyze and debate the Grand Effie winner (best in show) from the highest scored entries of the 2016 competition. The Grand Effie winner will be revealed at the Effie Gala later that evening at Cipriani 42nd Street.

Members of the 2016 North American Effie Awards Grand Jury include:

Kasha Cacy, President, US, UM  
Wendy Clark, Chief Executive Officer, DDB North America  
Mélanie Dunn, President & Chief Executive Officer, Cossette Canada

Michael J. Fanuele, Chief Creative Officer, General Mills  
Ram Krishnan, SVP and General Manager, PepsiCo  
Duncan Milner, Chief Creative Officer, TBWA\Media Arts Lab  
Lisa Sepulveda, Chief Client Officer, Edelman  
Carla Serrano, Chief Executive Officer, Publicis New York  
Mark L. Walker, SVP, Disney Consumer Products and Interactive Media  
Todd Waterbury, Chief Creative Officer, Target  
Rodney Williams, Chief Marketing Officer & EVP, Moët Hennessy North America

"I wish we could bottle the discussion in this room. If marketers could be privy to the high level debate and insight on setting the bar for creative ideas and what really matters when it comes to effectiveness, they'd want a front row seat in the Grand Effie judging room," said **Neal Davies**, President and CEO of Effie Worldwide. "The Grand Effie Award is an honor truly earned and respected by this elite group of marketers. Each year, I am impressed by the Grand Jury's commitment to making a decision that does right by our industry and what we are celebrating."

For more information on the North American Effie Awards, visit [www.effie.org](http://www.effie.org) and to read interviews with this year's jury members visit the [Effie Blog](#).