



Oct 22, 2018

## Veronica Parker-Hahn Named SVP, Growth & Innovation at Effie Worldwide

Seasoned agency and client-side marketer will lead educational initiatives for the nonprofit focused on marketing effectiveness

**NEW YORK (October 22, 2018)** — Effie Worldwide announced today that Veronica Parker-Hahn has joined the organization as SVP of Growth & Innovation, a new position for the non-profit. For 50 years, Effie has led, inspired and championed the practice and practitioners of marketing effectiveness, and is best known for the Effie Awards, which runs 50+ programs globally.

Parker-Hahn is charged with expanding the brand's educational initiatives throughout the world, working with marketers across all stages of their careers to become more effective practitioners. Her first big projects will be launching the second US program for the Effie Academy (early career professional development) in February and a future-focused Summit on effectiveness in May 2019. She will also work with partners to feature Effie case studies in programming, such as industry associations, business schools and media. In addition, she will oversee the Collegiate Effie program which is a hands-on learning experience for college students to create marketing campaigns for brands.

Parker-Hahn's nearly 20 years of experience span both client and agency side, having worked at large holding company agencies such as FCB, DDB and BBDO on blue chip brands Pepsi, Nabisco and Mars, as well as smaller creative shops including mcgarrybowen and Droga5. Parker-Hahn became the first VP of Marketing at Oscar Insurance, where she was responsible for launching and scaling the health insurance startup's marketing program, before most recently consulting on marketing strategy for various early stage startups and established organizations.

“Effie is evolving to build a strong educational platform. With Veronica in place, we’ll be able to harness our resources to help marketers be more effective,” said Traci Alford, President & CEO at Effie Worldwide. “Veronica’s background is truly representative of the Effie brand and we are very excited to utilize her knowledge to create gold standard programs that are relevant for the modern marketer.”

“The marketing industry is changing rapidly but every marketer, from startups to massive companies, have similar goals when it comes to marketing effectiveness. They want to know ‘does it work’,” said Parker-Hahn. “Effie is no different. We must adapt and evolve. I look forward to reintroducing the importance of having the Effie organization as a marketing resource for all kinds of marketers. And giving them the tools to better understand what effectiveness looks like.”

### About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with 50 programs, including the Global Effie, regional Asia Pacific, European, Latin American and Middle East / North African Effie programs and over 40 national programs. Effie Worldwide recognizes the most effective agencies and brands globally, regionally and locally via the Effie Index. For more details, visit [effie.org](http://effie.org).

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