



Jan 30, 2019 Effie Academy

# Effie Launches Academy as Part of Mission to Lead, Inspire and Champion Marketing Effectiveness

NEW YORK (January 30, 2019) -- Effie Worldwide, the global authority on marketing effectiveness announced the official launch of Effie Academy, a program created to educate marketing professionals early in their careers on marketing effectiveness. The Academy is one of many initiatives Effie offers to serve as a resource to marketers at every stage of their professions.

The Academy, which launched its pilot program last year, is a two-part program that equips marketing professionals with foundational knowledge and tools rooted in Effie's method of evaluating marketing effectiveness. Participants will analyze some of the industry's most iconic marketing case studies and be mentored by a dynamic group of industry leaders.

The 2019 Effie Academy launches with in-person co-lab sessions on February 11 in New York City, kicking off a four-day boot camp, bringing together a diverse group of marketers from major brands, tech companies, agencies and media organizations to collaborate with industry leaders and learn from each other. This year's class will include 30 participants, with three to seven years of marketing experience, who are recognized as high performers and nominated by their company's leadership.

Participants will hear from leaders about their business challenges and approach to achieving marketing effectiveness, as well as learn key principles and tools. The session will run in partnership with Brand Learning, Accenture's marketing and sales consultancy. Confirmed speakers for this year's co-lab include Tom

Gibson, group strategy director, Anomaly; Ricardo Fort, head of global sponsorships, Coca-Cola; and Ann Mukherjee, CMO, SC Johnson, all returning from last year's pilot Academy. Additional speakers include Khartoon Weiss, global head of verticals, Spotify and Ori Camel, director, data products partnerships, Amex Advance, among others.

"The value of the Effie Academy for young marketers is that they will be able to advance in their careers with an effectiveness mentality, which leads to better work," said Ricardo Fort, head of global sponsorships, Coca-Cola.

Following the Co-Lab, participants will apply their learnings to an independent case study project relevant to their business (or their agency's business). Throughout the process, each professional will receive one-on-one mentorship from a network of executive marketers across brands, agencies and media.

Following successful completion of the program, participants will earn the Effie Marketing Effectiveness Certificate and be recognized at the invitation-only Effie Summit on Learning in May 2019.

"The launch of Effie Academy is a historic moment for Effie Worldwide and the global marketing community. The Effie Academy is a rigorous, fast-paced certification program for talented young marketing professionals who want to succeed in marketing effectiveness, a quality that will set them apart in their careers in the 21st century," says Daryl Lee, chairman, Effie Worldwide, and global CEO, UM. "I'm also proud the Effie organization has created a space for past award winners to give back by educating the next generation of leaders in marketing effectiveness innovation, as we continue to lead and inspire the industry."

Company leaders can complete a nomination form to recommend a candidate for the Effie Academy. Effie ultimately selects the final class to ensure a diversity of roles, backgrounds and company types are represented. Learn more [effie.org/effie-academy](https://www.effie.org/effie-academy).

## **About Effie**

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](https://www.effie.org).