



May 24, 2019 United States

2019 Effie Awards United States Grand Jury Announced

May 24, 2019 (NEW YORK) – Effie Worldwide announced the ten marketing leaders who will serve on the Grand Jury for the 2019 Effie Awards United States competition.

Each year, the Grand Jury is selected for their expertise in a range of disciplines across the industry. The 2019 Effie U.S. Grand Jury members are:

Susan Akkad - SVP, Local & Cultural Innovation, The Estée Lauder Companies Inc.
Morgan Flatley - U.S. CMO, McDonald's
Mish Fletcher - Global Head of Marketing, Accenture Interactive
Jae Goodman - CEO, Observatory
Joy Howard - CMO, Lyft
David Lubars - Chairman, CCO, BBDO
Ricardo Marques - Group VP, Marketing, Anheuser-Busch InBev
Ivan Pollard - SVP, Global CMO, General Mills
Suzanne Powers - Global CSO, McCann Worldgroup
Amanda Richman - U.S. CEO, Wavemaker

The jury will convene at Verizon Media headquarters in New York City to review and debate the creativity and effectiveness of the highest-scoring Gold Effie winners from the 2019 Effie Awards United States competition.

The Grand Effie jury will select the most effective, impactful work of the year as the recipient of the "best in show", the Grand Effie. The winner will also serve as a symbol for the industry's path forward.

“The winner of the Grand Effie represents the most effective marketing in the United States as determined by industry peers,” said Traci Alford, President & CEO, Effie Worldwide. “We are privileged to bring together this talented and esteemed group to judge the most important marketing effectiveness award for our industry, particularly at a time when effectiveness is such a priority for all organizations.”

The Grand Effie contenders and winner will be announced during the 50th Annual Effie Awards Gala on Thursday, May 30 at Cipriani 42nd Street.

About Effie Worldwide

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.

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