



Jan 11, 2019 Dominican Republic

Effie Dominican Republic Announces Steering Committee

2019 Effie Awards Dominican Republic

The steering committee for the inaugural Effie Awards Dominican Republic competition is made up of outstanding professionals with proven experience in the industry, marketing leaders of important national and international companies, as well as representatives from major agencies and media in the country.

Santo Domingo, January 11, 2019 - Effie Dominicana announced the steering committee established to further the mission of the non-profit organization, which serves as a forum for marketing effectiveness. The committee includes representation from brands, entertainment and media companies, and communication companies belonging to both international and independent groups.

Since 1968, Effie Worldwide has been leading, inspiring, and championing the practice and practitioners of marketing effectiveness through the Effie Awards, the Effie Index and educational initiatives in 50+ programs worldwide.

Pablo Wiechers, General Manager of Nestlé for the Latin Caribbean Region will act as Chairman of the inaugural steering committee of Effie Dominicana, which is also made up of:

Mario Dávalos - Capital DBG
Lara Guerrero - MG Public Relations
Juan Mansfield - MullenLowe Interamerica
Rodolfo Borrel - Pagés BBDO
Diego Vergara - Carat Dominican Republic
Francisco Ramírez - Dominican Popular Bank Diomares
Musa - Human ARS
Ana M. Ramos - Ramos Group
Lorena Gutiérrez - ISM

Leyla Alfonso - SID Group
Rosa Medrano - Medrano Group
Ernesto Alegrett - Corotos
David Flores - Nielsen

"We are sure that with the experience and knowledge of the Dominican market, this committee will make the first edition of Effie Dominicana a success and a true reflection of the reality of the industry," Wiechers said.

Call for entries for the 2019 Effie Awards Dominican Republic competition is scheduled to begin this January 14 until March 15. Those interested can learn more by visiting www.effiedominicana.com.

About Effie®

Effie is a global 501(c)(3) non-profit whose purpose 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 thought leadership 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.

For more information on Effie Dominicana, contact:

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This press release was translated from its original (Spanish) version and lightly edited for clarity.
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