



Sep 13, 2022 Global: Multi-Region

## Effie Worldwide Appoints Allison Knapp Womack Chief Operating Officer

**NEW YORK, September 13, 2022** -- Effie Worldwide, which leads, inspires, and champions the practice and practitioners of marketing effectiveness globally, today announces the appointment of Allison Knapp Womack as Chief Operating Officer.

In her new role, Allison will lead and oversee operations for key worldwide programs including the Effie Awards, the development of Effie's global network, and broader operations for Effie Worldwide.

Joining Effie's C-suite - which also includes Chief Growth & Innovation Officer Monica Hare, Chief Revenue Officer Sally Preston, and Chief Financial Officer Luca Lorenzi - Allison will report to Effie Worldwide's Global CEO, Traci Alford.

Allison brings over two decades of agency and marketing experience, most recently as SVP and Chief Marketing Officer at Enterprise Community Partners, a national affordable housing nonprofit. She has also held multiple leadership roles at Omnicom's B2B agency Doremus, including President of the flagship New York office.

Prior to joining Doremus, Allison held senior positions at Ogilvy, Young & Rubicam and Wunderman.

Traci Alford said: "With her passion for effective ideas, her track record of delivering growth, and her

extensive marketing and agency experience, Allison is ideally suited to lead Effie Worldwide in its efforts to enhance our mission and global leadership position.”

Allison Knapp Womack said: “I am thrilled to be joining Effie Worldwide – an organization that stands for marketing effectiveness, spotlighting ideas that work and serving as the forum for the global marketing industry. I look forward to helping maximize and mobilize our powerful global network to deliver on our mission and shape its next stage of growth.”