



May 15, 2024 United States

Effie Awards US Announces 2024 Grand Jury

NEW YORK, May 15, 2024 – Effie United States has announced the marketing leaders who will serve on the Grand Jury for the 2024 Effie Awards US competition and select the most effective marketing effort of the year as recipient of the the Grand Effie for ‘best in show.’

The Effie Awards are a global benchmark of excellence, championing the outstanding achievements of marketers everywhere by recognizing and celebrating the work that has proven its impact and driven real, measurable results.

The 2024 Effie Awards US Grand Jury members are:

- Kamran Asghar, CEO & Co-Founder, Crossmedia US
- Ricardo Aspiazu, VP, Creative & Brand Management, Verizon
- Yusuf Chuku, EVP, Client Advisory, NBCUniversal
- Lyndsey Corona, President & Partner, US, Slap Global
- Dhiraj Kumar, Chief Marketing Officer, Dashlane
- Sarah Larsen, Chief Marketing Officer, Samsung Home Entertainment
- Thomas Ranese, Chief Marketing Officer, Chobani
- Brian Robinson, Global Chief Strategy Officer & Head of Growth, Havas Health
- Michelle Schloman, Chief Data & Analytics Officer, Omnicom Commerce
- Lynn Teo, Chief Marketing Officer, Northwestern Mutual
- Amy Weisenbach, SVP, Head of Marketing, The New York Times
- Michelle Wong, Chief Marketing Officer, Sprinkles

The jury will convene in NYC to review this year’s highest-scoring Gold Effie winners and select the single most effective case of the competition.

“When reviewing work at the highest quality, determining the best is never easy – and the scrutiny around the criteria for effective marketing becomes weightier,” said Traci Alford, Global CEO, Effie Worldwide. “We are honored to bring together this year’s esteemed panel of Grand Effie judges, each bringing unique perspective and expertise to the conversation. I look forward to a spirited debate and to ultimately sharing the learnings.”

The Grand Effie winner will be announced at the US Gala on Thursday, May 23, at Cipriani 42nd St in NYC.

For event details and to see the full list of finalists and winners, visit effie.org/united-states.