



Nov 14, 2024 Global Best of the Best

## 2024 Iridium Effie Jury Announced

CEO of GUT, Andrea Diquez to chair

NEW YORK, November 14, 2024 -- Effie Worldwide has announced its 2024 Iridium Jury, responsible for selecting the single most effective campaign of the year in its Global Best of The Best awards program.

The Global Best of the Best Effie Awards is a truly global celebration of marketing effectiveness, showcasing the top innovative and insight-driven marketing ideas from around the world.

Gold and Grand Effie winners from over 55 Effie Awards programs in 2023 were eligible to enter, competing for the Global Grand Effie in their respective categories.

The Iridium Jury will be led by Andrea Diquez, Global CEO of GUT, Adweek's 2023 Breakthrough Agency of the Year. The jury will meet in person in New York City this month to review the 2024 Global Grand Effie winners and decide on the year's most effective global campaign.

Diquez will be joined on the jury by:

- Alex Craddock, Managing Director, Chief Marketing and Content Officer, Citi
- Courtney Brown Warren, Chief Marketing Officer, Kickstarter
- David Shulman, Global CEO, Havas CX
- Gary Osifchin, Chief Marketing Officer & General Manager, US Hygiene, Reckitt
- Greg Hahn, Co-Founder and CCO, Mischief @ No Fixed Address
- Tanja Grubner, Global Innovation, Brand & Communications Director, Essity
- Jovan Martin, Vice President, Media- North America, LVMH

For more about the Global Best of the Best Effies, [click here](#).