

2011

CHANGING THE GAME



S1

AWNY is pleased to partner with *Bloomberg Businessweek* and *Advertising Age* in recognizing the women who are extending the boundaries of our industry.

The current-day business and media world is ever fluid and presents us with challenges and opportunities far beyond what few could have imagined even just a few years ago. Old rules and standards evaporate before our eyes, replaced by new ones conceived and implemented on the move. This year's honorees are women who are CHANGING THE GAME even as the game itself changes every day—demonstrating their adaptability, talent and determination to succeed, and making a lasting impression in our field.

Advertising Women of New York asks you to join us in saluting these exceptional few, who stand out among their worthy peers. We're confident that their insights and achievements will provide you with the same inspiration they did us. There is no better way to introduce these game-changers to you than by hearing from them in their own words.

Susan Aminoff
Managing Director
Elias Arts Audio Identity
Event Co-Chair

Laura Albers
President
Albers Inc.
Event Co-Chair

Liz Schroeder
Executive Director
AWNY

The Event

The AWNY Changing the Game Awards will be held April 14 at the New York Hilton. To reserve your spot at the luncheon, visit awny.org/EventsCalendar.html, or phone 212-221-7969.



2011 Honorees

Brainwave

The woman behind an innovative improvement within her brand category or industry.

Christa Carone
Chief Marketing Officer,
Xerox

Wendy Clark
Senior VP, Integrated
Marketing Communications
and Capabilities,
The Coca-Cola Company

Susan Sabbott
President,
American Express OPEN

Annie Young-Scrivner
Global Chief Marketing Officer,
Starbucks

Paradigm Shift

The woman who sees an opportunity to think differently about a consumer/customer market.

Mary Alderete
VP, Global Women's Marketing,
Levi's

Jill Beraud
Chief Marketing Officer,
PepsiCo

Jan Fields
President,
McDonald's USA

Martine Reardon
Executive VP of Marketing,
Macy's

Quantum Leap

The woman who takes a risk to spur change within her own organization.

Dana Anderson
Senior VP, Marketing,
Strategy and Communication,
Kraft Foods

Carolyn Everson
VP, Global Sales, Facebook
(Formerly Corporate VP, Global
Ad Sales, Microsoft)

Claire Huang
Head of Marketing, Global
Wealth Management, Global
Commercial Banking &
Markets, Bank of America

Vivian Schiller
Formerly CEO, NPR

No Apologies

The woman behind a new idea or product that enhances people's lives by making them more interesting, fun, easier or better in some way.

Liz Gumbinner
Publisher, Editor-in-Chief, Cool
Mom Picks; Senior VP, Group
Creative Director, Deutsch Inc.

Fiona Morrison
Director, Brand & Advertising,
JetBlue

Chloe Sladden
Director of Media Partnerships,
Twitter

Alexa von Tobel
Founder & CEO, LearnVest

Christa Carone BRAINWAVE



CHIEF MARKETING OFFICER, XEROX

What she's excited about right now: "The progress we're making to shift legacy perceptions of our brand is really motivating. We're making the right investments—in our business and in our marketing. We're taking some risks. We're being disruptive and engaging. We're finally being integrated. And it's rewarding to see it all come together through the lens of our practical yet powerful Ready for Real Business messaging. Next up: a business app that is unexpected from Xerox and highlights how unfocused real business really can be."

Major career accomplishments: "I still take pride in breaking the gender barrier at Ted's Hot Dogs in Buffalo when, at 16, I became the first woman to move from the french-fry line to hot-dog dresser—that's who puts the condiments on. Fast-forward from dogs to documents, and leading Xerox's communication activities during a trying turnaround period that resulted in our business regaining its rightful place as a 'Most Admired Company' and 'Best Global Brand.' We made some tough but right calls to win back credibility while transforming the business."

Her motivation in 10 words or less: "Two amazing kids, great brand, best team, even better husband."

Wendy Clark BRAINWAVE



SENIOR VP, INTEGRATED MARKETING COMMUNICATIONS AND CAPABILITIES, THE COCA-COLA COMPANY

What she's excited about right now: "The shifts in consumer engagement and the accompanying mandate for our company and our brand to participate and co-create with consumers, to open up and be transparent, is very exciting. We have to put all our efforts through this filter and engage with consumers in line with their expectations of us. The best example would be our Facebook fan page—we've taken a fans-first approach. I don't think we'd have been fortunate enough to build the largest brand fan page with a heavy-handed approach."

Major career accomplishments: "I've had the good fortune of working with thousands of great people. For any marketer, working for Coca-Cola is a huge honor—and responsibility. I believe, at 206 countries, it's the world's largest marketing canvas. I was at AT&T before this and worked within a wonderfully talented organization there, as well, where we got to rebrand, modernize and contemporize that great brand. Like Coca-Cola, it's a brand you don't think you'll ever get to have a hand in. The outcome there was pretty good, too."

Her motivation in 10 words or less: "The challenge of dreaming to scale for this amazing company."

S3

Susan Sabbott BRAINWAVE

PRESIDENT, AMERICAN EXPRESS OPEN



What she's excited about right now: "I am so excited by the passion America has shown in support of small business, and I'm thrilled that American Express could help channel the widespread grassroots enthusiasm into real results for our communities. Through Small Business Saturday we helped rally all of this energy in support of small business to drive people to shop small. American Express saw a 27 percent year-over-year increase in sales among retailers accepting our cards on Small Business Saturday. This tells me that America cares and wants their local communities to thrive."

Major career accomplishments: "For 19 years now, I've been fortunate to work at a company that values diverse and innovative perspectives. I'm proud of my

role as an agent of change by leading innovations in flexible work arrangements, social media marketing and the development of digital solutions. I also enjoy my role as a mentor and role model for many women leaders inside and outside American Express."

Her motivation in 10 words or less: "Helping others believe in, and then realize, their potential."

Annie Young-Scrivner BRAINWAVE

GLOBAL CHIEF MARKETING OFFICER, STARBUCKS



What she's excited about right now: "Our vision is to continue to leverage the footprint of our retail stores in other places where our customers enjoy Starbucks, such as at home or at work, and to extend the emotional connection we have with our customers through methods such as social and digital media. We've been successful using this model to build the Frappuccino brand into a \$2 billion-plus business, and we're leveraging it again as we build Starbucks VIA Ready Brew into a \$1 billion global brand."

Major career accomplishments: "Nothing brings me more joy than to share in the success of a current or former colleague. Continuing to build a robust pipeline of innovative capabilities into the business—such as R&D, consumer

insights, pricing management, and social and digital media. There has been some significant recognition along the way, but one that stands out is when I was the region president for PepsiCo Foods and my team was awarded 'Top Leadership Team in China.'"

Her motivation in 10 words or less: "My family, my company, my team, great design and fashion."

Mary Alderete PARADIGM SHIFT

VP, GLOBAL WOMEN'S MARKETING, LEVI'S



What she's excited about right now: "The product innovations we've made. Our new Levi's Curve ID custom fits for women are based on shape, with a design ethos that embraces the curves of a woman's body. I'm also excited about building upon the Levi's brand legacy—as a pioneer in women's rights—to empower a new generation of women through our global online community, Shape What's to Come."

Major career accomplishments: "I'm most proud of the pioneering work I've been able to do in the retail industry. At FCB, I was assigned to develop the advertising plan for a fledgling online bookseller with a vision to build the digital future of e-commerce—Amazon.com. With a small team at

Amazon.com, we introduced consumers to the idea of online shopping from 'Earth's biggest selection.' At Banana Republic, I led a marketing team to restore the brand from a markdown destination to its place as a fashion beacon. Now at Levi's, I'm redefining the brand's relationship with women."

Her motivation in 10 words or less: "Frontiers are all around us. Be a pioneer."

Jill Beraud PARADIGM SHIFT

CHIEF MARKETING OFFICER, PEPSICO



What she's excited about right now: "The evolving dynamics in brand marketing brought about by changes in consumer behaviors, expectations and access to technology are reshaping PepsiCo's beverage division and our approach to deep consumer engagement—and it's exciting to be at the heart of those changes. We're innovating across traditional and nontraditional platforms to connect our broad portfolio of brands with consumers in an entirely new way. It's enabled the 'democratization of creativity' as we have taken crowd-sourcing and consumer-generated content to a whole new level. The possibilities are endless."

Major career accomplishments: "The creation of the Pepsi Refresh Project has been a real game-changer in terms of

brand-building and social impact. Pepsi created a platform to give \$20 million to consumers for ideas to move the world forward. Prior to PepsiCo, at Victoria's Secret, building that brand into one of the world's sexiest and creating a multi-channel, multidimensional business."

Her motivation in 10 words or less: "Embrace the unknown, have fun, make a difference, nurture talent."

Jan Fields PARADIGM SHIFT

PRESIDENT, MCDONALD'S USA



What she's excited about right now: "Right now, social media and new technologies are grabbing my attention and free time. I love using Facebook to stay in touch with my family, and I'm awed by the capabilities of Facebook, Twitter, foursquare and so on to drive our business in new ways. On the technology side, I'm personally addicted to my iPad, but even more excited about the incredible opportunities we have to use technology in our restaurants to enhance the customer experience and make everything easier on our employees."

Major career accomplishments: "Since starting out on french fries as a crew member in a restaurant in Dayton, Ohio, I've held almost every operations position within McDonald's USA. I was named president of McDonald's USA in January 2010, and now lead more than 673,000 employees in 14,000 restaurants across the country—not bad for someone who almost quit after her first day on fries! Over the years, I've been awarded many of the company's top honors and made it onto some nice lists of influential women in business."

Her motivation in 10 words or less: "The ability to have a positive impact on people's lives."

Martine Reardon PARADIGM SHIFT

EXECUTIVE VP OF MARKETING, MACY'S

What she's excited about right now: "The holiday season is such an intense sprint for retailers that I always think it's exciting to start afresh in the new year with many new initiatives. This year, we have so many exciting programs in play. We're launching a fashion initiative of rotating designer capsule collections—limited-time collections from guest designers. We're combining technology and fashion to reach new and existing customers in a more engaging way. And we're aggressively experimenting in the social and mobile space. It's a very transforming time to be in both fashion and marketing."

Major career accomplishments: "First, having the opportunity to lead the marketing efforts for one of the best, most beloved brands in America. Our business is a piece of pop culture as well as a part of our customers' day-to-day lives. It is an enormous honor and responsibility to be a keeper of this brand. I'm also very proud of the work we do on the cause marketing side of our business—Macy's is genuinely devoted to giving back to our communities. And this moment itself is quite an accomplishment. I'm humbled to be recognized among such esteemed present and past company."

Her motivation in 10 words or less: "Inspiring my team. Maintaining relevance for our brand. Winning!"

Dana Anderson QUANTUM LEAP

SENIOR VP, MARKETING, STRATEGY AND COMMUNICATION, KRAFT FOODS



What she's excited about right now: "There has never been a better time to be in marketing. The landscape is shifting so quickly, but with those changes come greater possibilities, growth opportunities, innovation and experimentation, collaboration and partnership, and fresh new ways of connecting with our customers. We have the chance to approach old challenges in new ways through social media, interactive tools and technology that is advancing by the minute. We're building relationships with consumers on their terms, and actively using our understanding of culture and trends to help us get there."

Major career accomplishments: "My biggest career achievement is being right

here, right now. We've lifted up our advertising, marketing and communications to make them great. We're taking risks that we never would have taken in the past—and we're moving faster than ever before. I'm so proud to be part of the incredible team that makes this possible."

Her motivation in 10 words or less: "My Kraft family, which is ever-present in triumphs and challenges."

Carolyn Everson QUANTUM LEAP

VP, GLOBAL SALES, FACEBOOK (FORMERLY CORPORATE VP, GLOBAL AD SALES, MICROSOFT)



What she's excited about right now: "I am motivated by what we can do to help creative digital advertising become easier to accomplish. I look at the digital ad industry like a pendulum, with creative advertising on one side and data and technology on the other. Microsoft advertising is uniquely positioned at the intersection of media, technology and innovation. Our goal is to cut the amount of time and effort needed to run a digital campaign in half—half!—and make the technology invisible so creative ad execs can focus on what they do best: telling amazing stories to consumers."

Major career accomplishments: "I'm most proud of contributing to the building of a new community for Disney, called Celebration; leading the efforts to

raise \$31 million for Zagat Survey to aggressively pursue digital and mobile opportunities; turning around Seventeen.com and Modernbride.com; being part of the founding team to build mtvU; and rising to become COO of MTVN's domestic ad sales business."

Her motivation in 10 words or less: "Create experiences and impact for family, friends and the world."

Claire Huang QUANTUM LEAP

HEAD OF MARKETING, GLOBAL WEALTH MANAGEMENT, GLOBAL COMMERCIAL BANKING & MARKETS, BANK OF AMERICA

What she's excited about right now: "Major opportunities outside the U.S. for various business lines at Bank of America Merrill Lynch. Partnering with my colleagues in these international geographies provides great excitement for me, my team and the larger marketing organization at Bank of America. Given the different maturities of our businesses in different countries, as well as the different ways of doing business, we have to think of nontraditional approaches. On a personal level, it has been rewarding to launch a foundation to help the poor become self-sufficient—the Fisherman Foundation."

Major career accomplishments: "From my first days in brand management at Procter & Gamble, marketing Mr. Clean, to my days in financial services, I've



been blessed to be driving and be associated with positive business results—whether it was getting a 700 percent net asset flow increase in five years at Fidelity, or successfully transitioning Merrill Lynch into Bank of America during the toughest recession of our lifetime."

Her motivation in 10 words or less: "People—husband, family, friends, work colleagues—results and faith."

Vivian Schiller QUANTUM LEAP

FORMERLY CEO, NPR

What she's excited about right now: "The growth of NPR and its member stations. Our radio audience just hit another record high. Our digital audience doubled in the last year. Our news coverage is expanding. We're launching new projects with our member stations to provide more local news. We're innovating on all platforms. And we have a business model that works. Then there is the impending explosion of Internet-delivered radio. It will open up our stations' streams to new audiences and new revenue streams—and help us better serve Americans' information needs."

Major career accomplishments: "I am most proud of the work that I've enabled in others. I'm never personally going to direct the world's greatest documentary



and win a duPont or Pulitzer prize for reporting, but what I can do is create an environment for others to do that work. Whether it's a groundbreaking piece of software or investigative journalism, I take enormous pride in seeing my colleagues leave their mark."

Her motivation in 10 words or less: "How Sandra Day O'Connor defined happiness: 'Work worth doing.'"

Liz Gumbinner NO APOLOGIES

PUBLISHER, EDITOR-IN-CHIEF, COOL MOM PICKS; SENIOR VP, GROUP CREATIVE DIRECTOR, DEUTSCH INC.

What she's excited about right now: "I am completely excited about all the changes happening in the digital space. Social media has democratized communication, facilitated dialogue between brands and consumers, created new levels of corporate transparency, opened philanthropic channels and generated entirely new career opportunities for women, and mothers in particular. What's really thrilling is that it's giving women a chance to connect in truly profound ways, creating online communities that become their real-life communities. It's a fascinating time to be a mother who blogs. I'm also excited about every reality show on Bravo. Don't tell anyone!"

Major career accomplishments: "I've been fortunate enough to win some awards as an advertising copywriter and creative director for clients including Old Navy, Mitsubishi Motors, Universal Studios and Procter & Gamble. In 2005, I cofounded one of the first shopping blogs for parents, Cool Mom Picks, and five years later launched its sister site, Cool Mom Tech. We've been cited as a favorite website by Real Simple, The Telegraph (UK), InStyle, Epoca, Parents and Babble.com, among others. Being named one of Nielsen's top 50 'Power Moms' and one of Forbes.com's 10 'Mommy Hood Gurus' was pretty cool, too."

Her motivation in 10 words or less: "Living my values—for me, and for my daughters."



Alexa von Tobel NO APOLOGIES

FOUNDER & CEO, LEARNVEST

What she's excited about right now: "Right now, I am most excited about how committed our team is to LearnVest's mission of bringing personal finance to women everywhere. We literally live in our office! I'm also very excited about the new LearnVest Bootcamp Programs—Cut Your Costs, Getting Out of Debt, Financial Basics and Investing Level 1—that we built for our audience, which are already helping tens of thousands of women. I am truly inspired by the life-changing results we are seeing in the short time that the LearnVest program has existed."

Major career accomplishments: "One of my greatest professional accomplishments has been turning my idea for LearnVest into a 25-person, venture-backed company that now provides financial guidance and advice to tens of thousands of women every single day. I've been able to close a total of \$5.6 million in venture and angel funding for LearnVest during one of the worst recessions in 80 years. And I'm very proud to say that, to date, we have helped more than one million women make better financial decisions."

Her motivation in 10 words or less: "To zig when everyone else zags."

S7

Fiona Morrison NO APOLOGIESDIRECTOR, BRAND & ADVERTISING,
JETBLUE

What she's excited about right now: "Being part of the team evolving the JetBlue brand and product. JetBlue changed expectations of what a U.S. airline brand and economy air travel could be when it launched in 2000. While we're still recognized as one of the country's best airlines more than 10 years on, it's wonderful to work on innovating the product experience and evolving the brand for the next decade—in a way that delivers on what travelers want and on our business goals, too."

Major career accomplishments: "Working on the branding and experience design for T5, our terminal at New York's JFK. Collaborating with our internal teams, and amazing architects and experience designers such as Gensler and David

Rockwell, to translate and bring to life the JetBlue brand in a building—it tapped into and further fueled my passion for working at the intersection of branding, consumer experiences and communications."

Her motivation in 10 words or less: "Simple, clever, honest and human design-centric solutions to everyday challenges."

Chloe Sladden NO APOLOGIESDIRECTOR OF MEDIA PARTNERSHIPS,
TWITTER

What she's excited about right now: "After decades of audience fragmentation, Twitter does something simple but really powerful: It returns us to a shared experience. When TV shows, news stories, sports, concerns—any event, really—happen in the world, their digital incarnation happens on Twitter. We're seeing a new kind of 360-degree experience unfold on Twitter. This gives advertisers and media companies a chance to connect with their audiences in new, creative and authentic ways."

Major career accomplishments: "My proudest achievement was the work that Robin Sloan and I did at Current TV called 'Hack the Debate.' We wove the national debate from the grassroots into the 2008 presidential debates by

overlying individual tweets over the Obama/McCain broadcast. It was the first time that live, real-time tweets were overlaid on television. More recently, I'm proud of our work with MTV to bring the Twitter conversation into the 2010 Video Music Awards."

Her motivation in 10 words or less: "The moment when a shared experience makes someone feel connected."

*PIONEERS CHANGE THE GAME
AND OPEN OUR MINDS TO THE
FRONTIERS ALL AROUND US.*

THEY WORK, THINK, DREAM, DISAGREE, FIND A BETTER WAY, AND REMIND US
THAT PROGRESS COMES TO THOSE WHO TOIL AND BREAK THE RULES. FOR THIS
REASON, LEVI STRAUSS & CO. SALUTES ALL OF THIS YEAR'S ADVERTISING
BOMBS OF NEW YORK "CHANGING THE GAME" WINNERS AND LOOKS FORWARD TO
A WORLD SHAPED BY THEIR SPIRIT AND THE PIONEERS THEY INSPIRE.



©2011 Levi Strauss & Co.