

WFA's 70 in 70

Leaders who have helped
progress the WFA and global
marketing industry's agenda



Foreword

The WFA is turning 70 this year. In 1953, Count Metello Rossi di Montelera – of Martini & Rossi fame – brought together in Stresa, Italy, advertising associations from Italy, Belgium, Denmark, France Germany, India, Netherlands, Sweden and Switzerland to create the International Union of Advertisers Associations.

The Stresa Resolution laid out the tenets of the UIAA: to champion responsible and ethical marketing; to provide verifiable audience measurement; to seek media transparency for members.

Much has changed in 70 years and we have come a very long way. From nine associations in 1953 to 60 in 2023. From WFA's first corporate member in 1984 – Procter & Gamble – to 150 of the world's largest multinationals today.

The marketing landscape has seen a dramatic transformation under the impact of globalization and new technologies, but we still remain true to that original vision of enabling and encouraging better marketing.

Like any organisation, WFA wouldn't have thrived without the people who have helped build our impact and our influence.

To mark our 70th we wanted to celebrate 70 individuals who've made a particular contribution across the years.

We know there are many others who've also been part of the WFA story.

Thank you to all of you for your work in helping us promote better marketing.



Stephan Loerke
WFA CEO

“WFA wouldn't have thrived without the people who have helped build our impact and our influence”

Marketing



David Wheldon

Former Coca-Cola, Vodafone and RBS/NatWest marketing leader. WFA President and President Emeritus. Continues to work with WFA, notably hosting our Better Marketing Podcast.



Chris Burggraeve

Former Global CMO of AB InBev. The WFA's first CMO President and an active driver of our global growth agenda. Oversaw the foundation of WFA's CMO Forum.



Rolf Kreiner

CMO of McDonald's Germany who was recruited by its founder, Ray Kroc. A charismatic no-nonsense leader who got things done. Made the WFA agenda relevant to CMOs.



Raja Rajamannar

Incumbent CMO of Mastercard and WFA President from 2019 to 2023. A winner of WFA's Global Marketer of the Year and a vocal champion of the 'business of marketing'.



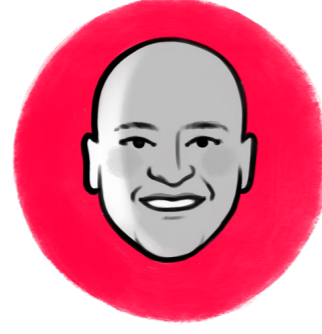
Sameer Desai

Asia-based marketer and former GSK leader. Actively supported WFA's global and Asia-agenda from multiple roles. He is a former WFA regional VP for Asia.



Margaret Au Yong

Champion of the marketing industry in Malaysia, ASEAN and beyond. A major supporter of WFA's development in Asia.



Rupen Desai

WFA VP for APAC, a champion and challenger in the service of marketing which puts purpose, people and planet at the heart of every business decision. Twice shortlisted for Global Marketer of the Year.



Taide Guajardo

Long-time P&G marketing leader. Hugely supportive of WFA's media and marketing agenda and a champion for positive change throughout the marketing industry.



Syl Saller

Twice shortlisted for WFA Global Marketer of the Year. She has been a vocal supporter of WFA's Better Marketing agenda and is a Marketing Academy activist.



Roel de Vries

Former global CMO of Nissan, our first Japanese corporate member, now with Manchester City. A supporter of our truly global approach to knowledge exchange.



Geoff Seeley

Inspiring marketing leader from Unilever, AirBnB and now Afterpay. He helped create integration forum and has been an advocate for the WFA to build on our focus 'beyond the plumbing'.

Media



Bernhard Glock

P&G legend and tireless supporter of WFA's agenda. Co-author of the first Media Charter and Chairman of the Media Committee for six years. He was deputy President for two years and President for four years.



Adam Swann

Former Global Media leader at Kellogg's, now independent. Hugely helpful in developing the global media agenda as the WFA built up its capabilities in this area.



Ian Gallois

Former Wrigley and Henkel global media leader. Fierce advocate for the WFA's global media community and a former Media Forum Chair.



Gerhard Louw

Former International media lead with Deutsche Telekom, now Head of Media at Lindt & Sprüngli. A true collaborator on all things digital and media. Always led by example and a magnificent advocate for WFA.



Belinda Smith

Former global media, marketing and intelligence leader at Electronic Arts and a former WFA Diversity Ambassador. Founder of Second Arrow.



Jerry Daykin

Global media lead for Beam Suntory, previously with Diageo and GSK. Inspiring leader within WFA's Media Forum and co-chair of WFA's DEI Taskforce.



Ben Jankowski

Former global media lead with Mastercard, now forging his own path with the help of R3. Much loved and valued for his insight. Global citizen and longest-ever serving Chair of WFA's Media Forum.



Gerry D'Angelo

Global media lead at P&G and Mondelēz before that. Long-serving co-chair of the Media Forum and a driving force behind key initiatives, especially those which focus on media market plurality.



Isabel Massey

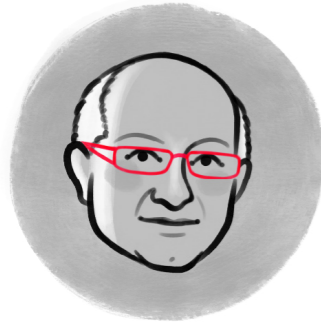
Co-chair of Media Forum. A driving force behind WFA's 2018 and 2023 Global Media Charter. Pioneer of 'Responsible Media' practices.



Luis di Como

Long-serving marketer with Unilever, currently leading global media for the organisation. A proponent of global industry collaboration, one of the founder members of GARM and a driving force behind WFA's Cross-Media Measurement work.

Sourcing



Hiten Patel

Former sourcing lead with Nokia. First chair of Global COMPAG – which went on to become the Sourcing Forum. Generous with his time, hosting and leadership.



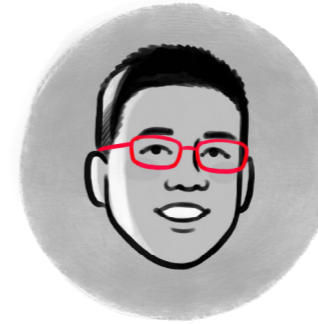
Debbie Morrison

Former ISBA (UK) sourcing lead, now with Ebiquity. Instigator of WFA adopting marketing procurement as a workstream following ISBA's lead. A long-time supporter of WFA.



Jean-Luc Charlier

Former P&G, AB InBev and Philips marketing procurement leader. Chairman of WFA's sourcing community and leader for the Belgian Advertiser's Association (UBA).



Tiow Wei Yeong

Former Diageo marketing sourcing lead in Asia, now with Mondelez. Instrumental in helping to drive the Sourcing Forum agenda from cost to value and develop the foundations of WFA's Project Spring.



Natasha Lee

Former Cadbury/Mondelez and SAB Miller/ABI and Danone procurement lead. Industry leader and mentor to WFA on establishing an effective community for marketing sourcing professionals.



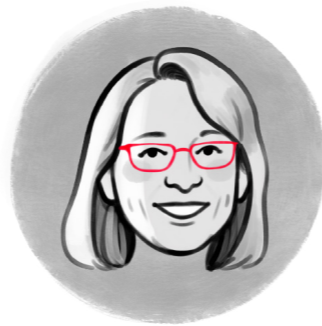
Sarah Madden Armstrong

Former Coca-Cola sourcing chief, now with Google. Sarah's leadership helped define a unique, open-source VBR, inspiring a generation of Sourcing Forum members.



Barry Byrne

Former Diageo, SAB Miller/ABI and adidas marketing procurement lead, now looking after employee experience & branding at adidas. Strong supporter of the need to change the face of marketing procurement and first co-chair of the Sourcing Board.



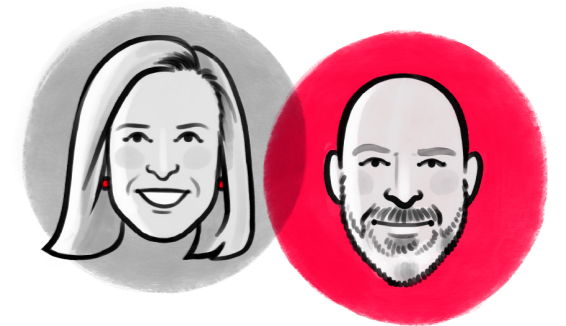
Tracy Allery

Former Diageo, Hershey, Mondelez, Nestlé sourcing lead, now with IBM. Passionate leader and first co-chair of Sourcing Board. Instrumental in leading Project Spring and other WFA reports. Strong support to recruit new members and develop our network.



Ekaterina Agafonova

Former global marketing procurement lead at Heineken, now Director Optimisation – Global Sales. First to represent the Sourcing Function on WFA's Executive Committee.



Jen McLachan & Chris Kredo

Global marketing procurement VPs from P&G and Mars, now co-chairing the Sourcing Board and playing an active role to connect WFA communities and elevate procurement in areas such as D&I and media.

Policy



Hans Merkle

Former P&G policy lead & WFA President who played a decisive role in restructuring WFA during its toughest financial times and setting out an ambitious vision for the future.



Phil Myers

Former PepsiCo global policy lead. A former WFA Deputy President who helped shape the WFA global policy agenda on food marketing.



Stephen Kehoe

Former policy leader at PepsiCo, Visa, then Edelman. An inspirational leader in the public affairs community and an early advocate for the Better Marketing agenda.



Paul Jackson

The first senior marketer to get involved with the WFA policy agenda. Helped marketers understand the policy implications on marketing and was a tireless advocate for children's media literacy.



Brian Ellis

Former marketing and policy lead at Hasbro and the first chair of the Policy Action Group (PAG). A long-time supporter of WFA's progressive policy agenda.



MC Toker

Led Global Policy at General Mills, played a critical role in supporting WFA's global policy outreach and helped align WFA work with that of the International Food and Beverage Alliance (IFBA). Long-time Executive Committee member.



Matthias Berninger

Former policy leader at Mars where he helped set up the EU Pledge, then moved to Bayer. A former WFA Deputy President who helped gain global visibility for the WFA's policy agenda.



Miguel Pestana

Former policy lead at Unilever, then moved to Reckitt to shape their sustainability agenda. Now spokesperson for COP28 in UAE. Laid the foundations for the WFA global policy agenda.



Astrid Williams

Policy lead at PepsiCo and long-time chair of WFA's Responsible Advertising & Children (RAC). She made RAC the global industry reference point for the debate around advertising and children.



David Coleman

A long-time supporter of WFA policy work Europe and beyond, both at McDonald's and Mars. He played a key role in driving EU pledge and always looked to raise the bar on responsible food marketing.

Associations



Malcolm Earnshaw

WFA President Emeritus and former Director General of ISBA (UK). A champion of the need for global marketing industry leadership through WFA.



Philip Perez

Long-time WFA Regional VP for Latin America who played a key role in fostering collaboration among Latam national associations and setting out a regional advertiser agenda.



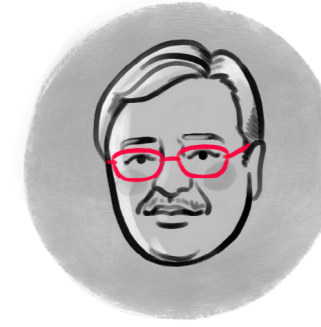
Bob Liodice

Chief Executive Officer of the Association of National Advertisers (ANA) in the USA. Long-time WFA Regional VP North America. Big supporter of the WFA's media transparency agenda.



Ahmet Pura

The long-time President of the Turkish association (RVD) played a key role in building the reputation of WFA in Turkey and bringing Turkish brands into WFA membership.



Bharat Patel

An Indian advertising industry legend and long-time business leader with Procter & Gamble. A fierce advocate for better media measurement and a current member of WFA's Executive Committee.



Jorge Merino

Former Director General of ANDA Peru, regional thought-leader and the first chair of WFA's Latin American network.



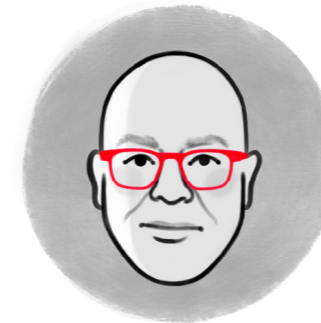
Hideto Takada

The WFA go-to-person at the Japanese association (JAA) for more than 20 years. Helped build a close partnership between WFA and JAA.



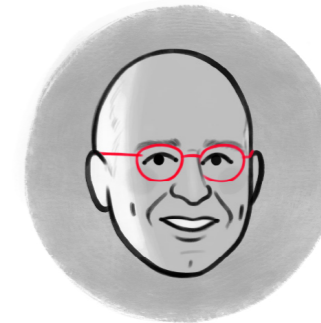
Phil Smith

Director General of ISBA (UK). Champion of global architecture and local implementation of strategic priorities for the marketing community, including cross-media measurement, GARM and AdNetZero.



Ron Lund

Head of the Canadian association and twice chair of WFA's National Associations' Council. Has helped build a closely-knit group of peers through his charisma and bonhomie.



Jean-Luc Chetrit

Director General of Union des Maques and ongoing WFA Treasurer. He is one of the leading voices on brand safety, DEI and environmental sustainability within WFA's network of national associations.

Responsibility and Insights



Count Rossi

of Martini & Rossi fame. Convened the first meeting of 10 national associations to form the Union Internationale des Associations d'Annonceurs (UIAA - later WFA) on 14 May 1953.



Jacqui Stephenson

Responsible Marketing Leader at Mars who is chair and co-founder of WFA's Digital Governance Exchange.



Giovanni Fabrice

Former McDonald's global media lead and media audience measurement guru. Co-author of the first Media Charter and Global Guidelines for Television Audience Measurement.



Ian Hutchinson

Former Global Media Lead at Reckitt and chair of the Media Forum. Helped champion WFA's value in terms of being a unique peer-to-peer platform as well as furthering our work around media transparency and ad fraud.



Sorin Patilinet

Senior Director, Consumer Insights at Mars who recently became the Insight Forum's new Chairperson, bringing a leadership voice to the community and huge expertise in Marketing Effectiveness.



Giorgia Vulcano

The Global Digital Ethics Manager at AB InBev and a key contributor to the 2022 WFA Guide to Data Ethics in Practice and driver of data ethics workshops.



Jamie Barnard

Former long-serving counsel at Unilever, privacy champion, co-founder of WFA's Digital Governance Exchange and author of some of WFA's most pioneering work on data ethics.



Magid Souhami

Former P&G and General Mills sourcing lead and now Chief Client Officer at Compliant. Strong supporter of the DGX agenda to help marketers' take back control of data collection in the programmatic value chain.



David Porter

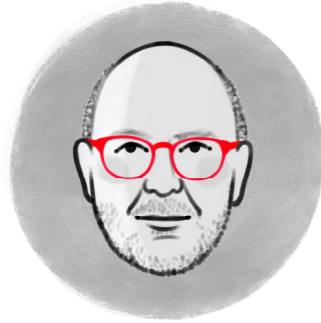
Former Unilever media lead and industry champion. David was our regional VP and played a vital role in WFA's development in Asia Pacific - and in supporting our strategic priorities globally including GARM.



Mikko Kotila

Self-proclaimed "mad scientist" who co-authored some of the industry's most seminal and revealing work on topics including the programmatic supply-chain and ad fraud.

Partners



Nick Manning

Media industry mensch and long-serving strategy lead for Ebiquity who oversaw Ebiquity becoming WFA's first strategic partner in 2012.



Richard Bleasdale

Formerly of Observatory International now with Construct Digital, a long-time supporter of WFA's growth in Asia and beyond. Generous and wise in his council.



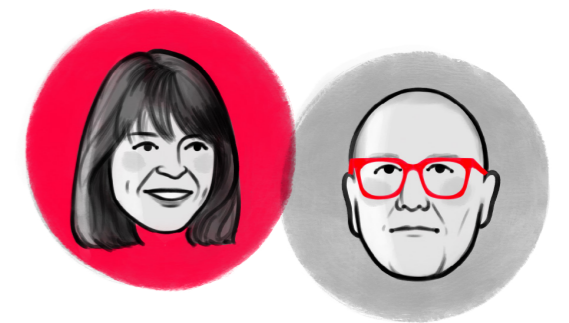
Jillian Gibbs

Award-winning entrepreneur who is ever-ready to support the development of the marketing industry in the USA and globally, not least through WFA.



Jon Wilkins

Co-founder of Naked Communications, now with Accenture Song. Jon was instrumental in helping WFA establish our Integration Forum and has made a huge contribution to defining WFA's Better Marketing agenda.



Lucinda Peniston-Baines & Stuart Pocock

Co-owners of Observatory International. Long-standing strategic partners of the WFA and huge contributors of member value, not least in relation to agency management.



Paul Kemp-Robertson

Co-founder of Contagious and a long-time partner with WFA, inspiring members with creativity and helped inform WFA's Better Marketing agenda.



Rocco Renaldi

Founded public policy consultancy Landmark with WFA as his first client. Played a key role in shaping WFA's Better Marketing agenda in the policy arena.



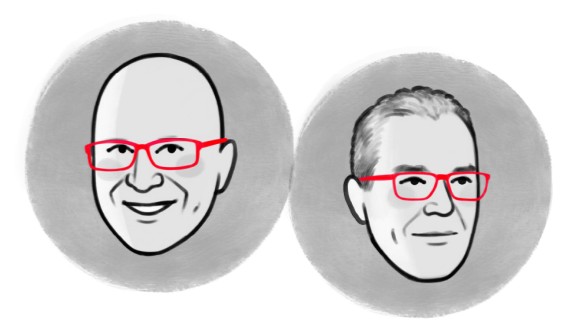
Alastair Ray

Former journalist and now communications consultant. He is a long-time trusted partner of WFA on communications and has been making WFA colleagues, and our members, sound great for more than 10 years.



Ruben Schreurs

Founder of Digital Decisions and now Chief Product Officer with Ebiquity. He remains a WFA strategic partner and advocate for the growth of WFA and our network of national advertiser associations.



Rob Oliver & Tom Bainton

Partners at Coolbox. First worked with WFA more than 13 years ago and continue to push us to improve as AV storytellers. Loved by WFA team and members alike – great partners and collaborators.



World Federation of Advertisers

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