

# **MOST PROMISING MULTI CULTURAL STUDENTS**

**CELEBRATING  
THE CLASS OF  
2023**

**aaf.**  
american  
advertising  
federation

**Innovation.  
Determination.  
Implementation.  
Progress.**



**Dentsu is proud to support the Most Promising Multicultural Students program.**

**Congratulations to the 2023 class!**

**dentsu**

# WELCOME

## MOST PROMISING MULTI CULTURAL STUDENTS

### TODAY WE HONOR THE MOST PROMISING MULTICULTURAL STUDENTS CLASS OF 2023... AND THE FUTURE OF OUR INDUSTRY

The American Advertising Federation would like to thank you for supporting the 2023 Most Promising Multicultural Students class. Since the inception of the program in 1997, the AAF, in partnership with generous sponsors over the years, have helped launch the careers of over 1,000 young, culturally diverse professionals, connecting them with the best agencies, advertisers, media and tech companies in the industry. MPMS Alumni can be found throughout the ranks of companies across the country and we're extremely proud of their achievements.

Today, we will recognize and celebrate 50 high-achieving individuals who represent the top of their class. They have passionately exhibited their potential for future success in this industry through internships, leadership activities, academic success, community service, creativity, and innovation. As with their accomplished successors, the 2023 Most Promising class will become the next generation of leaders in our industry.

The Most Promising Multicultural Student program is made possible through the dedication of our sponsors and their continued support of multicultural talent. We "Thank You" for making inclusion a priority within your organizations, communities, and our industry.



**STEVE PACHECO**  
President & CEO  
American Advertising  
Federation



**MELANIE MITCHEM**  
Chair, AAF Mosaic Council



**TIFFANY R. WARREN**  
Chair, AAF Board of Directors  
EVP, Chief Diversity & Inclusion  
Officer, Sony Music Group;  
Founder & President, ADCOLOR

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**Clear Channel Outdoor  
Celebrates the  
Most Promising  
Multicultural Students  
Class of 2023**



**Clear Channel  
Outdoor**

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**GET MORE WITH US.**

# THE 2023 SPONSORS

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FCB 150  
NVRFNŠH®

TRY THIS PERSPECTIVE →

# **MOST PROMISING AWARDS LUNCHEON**

## **OPENING REMARKS**

### **Steve Pacheco**

President & CEO  
American Advertising Federation

### **Melanie Mitchem**

Chair, AAF Mosaic Council

### **Tiffany R. Warren**

Chair, AAF Board of Directors  
EVP, Chief Diversity & Inclusion Officer, Sony  
Music Group; Founder & President, ADCOLOR

## **PRESENTATION OF THE RISING STAR AWARD**

### **LeAirra Lacey**

Senior Manager, Mosaic Center  
American Advertising Federation

### **Criseli Roddy**

Manager, Diversity Equity & Inclusion  
Omnicom Group

## **RECOGNITION OF EDUCATORS**

### **Jeff Sheets**

Vice Chair, AAF National Education Executive Council  
Professor, Brigham Young University

## **RECOGNITION OF MOST PROMISING STUDENTS**

### **LeAirra Lacey**

Senior Manager, Mosaic Center  
American Advertising Federation

### **Ayanna Jackson**

EVP, Mosaic Center  
American Advertising Federation

## **CLOSING REMARKS**

### **LeAirra Lacey**

Senior Manager, Mosaic Center  
American Advertising Federation

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## **ABOUT THE AMERICAN ADVERTISING FEDERATION**

The American Advertising Federation (AAF), acts as the “Unifying Voice for Advertising.” Its membership is comprised of more than 60 corporate members made up of the nation’s leading advertisers, agencies, technology, and media companies; a national network of more than 150 local clubs representing 35,000 advertising professionals; and more than 140 college chapters with 4,000 student members.

## **ABOUT THE AAF’S MOSAIC CENTER**

The AAF’s Mosaic Center for Diversity, Equity, and Inclusion implements all of the AAF’s diversity initiatives and is an established leader on multicultural marketing/advertising and inclusion issues. It is responsible for the development of new programs and services to recognize and cultivate diverse talent and promote broad and realistic portrayals of multicultural communities. Mosaic Center programming includes the Most Promising Multicultural Students Program, Mosaic Awards, HBCUs for Advertising and an array of thought leadership programming and research surrounding diversity and inclusion.



# Embracing Inclusion & Diversity

A driving force in our business is recruiting, developing and retaining a diverse, world-class workforce that reflects our global community. It is important to us that our people encompass diverse backgrounds, experiences and perspectives. We have created structures within our organizations and continually support inside and outside initiatives to promote diversity and inclusion. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation.

Omnicom Group is proud to support national organizations and programming like the AAF's Most Promising Multicultural Students and Most Promising University.

**OmnicomGroup**

[omnicomgroup.com/culture/diversity](https://omnicomgroup.com/culture/diversity)



## **THE 2023 RISING STAR**



### **TIFFANY LEUNG**

**Diversity, Equity, and Inclusion  
Program Manager, Amazon**

**Most Promising Class of 2020**

A program manager by day, a professional TV binge-watcher by night, a full-time DEI advocate, and a first-generation Asian American— the proud child of immigrants. Tiffany Leung is working to build inclusive spaces and equitable opportunities for everyone.

Tiffany kicked off her “big-kid” career as an Associate Account Executive at Amazon Advertising where she consulted 100+ sellers and vendors in the Apparel and Consumer Electronics categories on sponsored ads solutions, leveraging data and category insights to help grow and empower small and medium business owners. She continued her journey as an Account Executive, developing more relationships with advertisers in the Automotive industry and launching the first sponsored marketing event on her team.

Off the side of her desk, Tiffany was focused on sharing resources for practicing non-performative allyship. Tiffany created and spearheaded Amazon Allyship, a training program in collaboration with chapters of Amazon’s Affinity Groups, to educate on allyship, microaggressions, and taking action. Amazon Allyship was piloted as a Q3 2021 MBO over 300 Account Executives participated in.

Tiffany later transitioned into her current role to have a bigger impact on dismantling inequities in the workplace and diversifying the industry’s pipeline. As a Diversity, Equity, and Inclusion Program Manager on Amazon’s Worldwide Stores DEI Team, she is responsible for ensuring pathways and pipelines are built for talent of historically excluded communities through external partnerships with academic institutions, non-profits, and community organizations.

When she’s not working on finding opportunities to invest in and empower students and early career talent, Tiffany spends her time bingeing shows, trying her hand at screenwriting, and searching for the best dim sum, sushi, and KBBQ restaurants with her family. Tiffany is also proud to spend her time serving as the Vice Chair of the AAF’s Mosaic Next Gen Leadership Council and having virtual coffee chats with students who are interested in pursuing a similar career path.

Tiffany knows that her journey to accepting the Rising Star Award would not be possible without the support of several communities. Tiffany is a proud alum of The LAGRANT Foundation (2018), the 4A’s Multicultural Advertising Intern Program (2019), the AAF’s Most Promising Multicultural Students Program (2020), and the ADCOLOR FUTURES (2022).

From her time as an NSAC team member and President of The University of Illinois at Urbana-Champaign’s AAF chapter to receiving the 2023 Rising Star Award feels incredibly full circle.

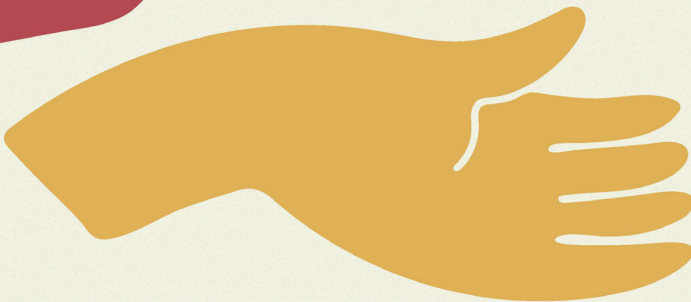
Tiffany stands proudly on the shoulders of her family, her friends, her community, her ancestors, and her mother and father.

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*The Rising Star Award is presented to recent Most Promising alumni who are deemed trailblazers in promoting diversity, equity, and inclusion in advertising and marketing-related industries. This award is co-sponsored by the American Advertising Federation and Omnicom Group.*

# BRING ALL YOU GOT

CREATIVITY  
COMES FROM  
WHAT MAKES  
YOU... YOU



72andSunny is proud  
to sponsor AAF's MPMS.  
Congrats to the class of 2023.



**THE 2023 CLASS**



**LESLY  
ABARCA-  
VALLADARES**  
South Dakota  
State University



**JUAN  
CAMARGO  
QUINTERO**  
University of Illinois



**BRIANNA  
AGUILAR**  
Brigham Young  
University



**PRICILA  
CARMONA**  
Olivet Nazarene  
University



**DEANDRE  
ALLEN**  
St. Bonaventure  
University



**DESTINY  
CARTER-WLEH**  
University of  
Minnesota



**ISIAH  
BRAITHWAITE**  
Roger Williams  
University



**ISABELLA  
CASTRO**  
Lindenwood University



**ARIANA  
BRITTO**  
University of Florida



**EMMA  
CHAN**  
The Pennsylvania  
State University

We are...

ALL ABOUT  
**TALENT**  
OUR PEOPLE  
DEFINE US.  
WE STRIVE TO  
NURTURE  
GROW *AND*  
ADVANCE  
*careers*  
BY GIVING OUR  
PEOPLE THE TOOLS  
TO SUCCEED  
FROM CUTTING-  
EDGE TECHNOLOGY  
TO *ONGOING*  
PROFESSIONAL  
DEVELOPMENT

IN ALL WE DO-  
WITH EACH OTHER  
AND OUR CLIENTS  
-WE ENCOURAGE  
INNOVATION  
COLLABORATION  
TRANSPARENCY

WE BELIEVE THE  
GREAT WORK OUR  
PEOPLE DO DESERVES  
RECOGNITION. WE  
CELEBRATE  
*our wins*  
HONORS *AND*  
CREATIVITY  
AND ENCOURAGE  
AND HIGHLIGHT  
WORK THAT  
*makes*  
A DIFFERENCE

**FUTURE  
FACING**

**CREATIVELY  
DRIVEN**

WE DELIVER CLIENT-CENTRIC, INTEGRATED  
SOLUTIONS THAT BUILD BRANDS AND  
DRIVE RESULTS. OUR TEAMS REFLECT  
THE CONSUMERS CLIENTS MUST  
*reach to succeed*

**CLIENT AND  
COMMUNITY  
ORIENTED**

WE STRIVE FOR *inclusion &*  
*diversity* AND TO IMPROVE THE  
COMMUNITIES WHERE WE LIVE & WORK. OUR DIFFERENCES  
INSPIRE FRESH THINKING & GREAT WORK

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To find out more about  
the culture and creativity  
of our 54,000 employees,  
visit [www.interpublic.com](http://www.interpublic.com)

**THE 2023 CLASS**



**VICTORIA  
CHAN**  
Texas A&M University



**AMARI  
EDWARDS**  
University of  
South Carolina



**CHENAI  
CHRISTIAN**  
The Pennsylvania  
State University



**MEGAN  
FABRIQUER**  
University of  
San Francisco



**JACQUELINE  
CIMINO**  
University of  
San Francisco



**ERICA  
FIERRO**  
Texas State University



**LI  
DE JONG**  
Ithaca College



**AMARI  
FOSTER**  
University of Missouri



**JESSI  
DELFINO**  
The University of Texas



**JULIE  
GARCIA**  
University of Illinois

IT AIN'T MATHEMATICS

*It's jazz.*

WIEDEN+KENNEDY

PORTLAND NEW YORK SÃO PAULO LONDON AMSTERDAM INDIA SHANGHAI TOKYO MEXICO WK.COM

**THE 2023 CLASS**



**ELIZABETH  
GORDON**  
University of  
Minnesota



**STEVEN  
HOWARD, JR.**  
Ithaca College



**ASIA  
GRIFFIN**  
University of Illinois



**TRINITY  
HUNTER**  
The University  
of Alabama



**RAFAEL  
GUEDES BONACIN**  
Kent State University



**FATUMA  
JAMA**  
University of  
Minnesota



**JUNE  
HERNANDEZ**  
The University of Texas



**ROHINI  
KHAMAMKAR**  
Arizona State  
University



**CARMELLI  
HESS**  
University of Oregon



**SHARANYA  
KUMAR**  
San Jose State  
University

# Congrats to AAF's Most Promising Multicultural Students

CLASS OF 2023

We can't wait to  
see what you do next!

**sxm**  
MEDIA

((SiriusXM))

pandora

STITCHER



**THE 2023 CLASS**



**CARMEN  
LARIOS**  
University of Illinois



**BRI  
LUCERO**  
Brigham Young  
University



**STAR  
LAWSON**  
The Pennsylvania  
State University



**BEAMLAK  
LULSEGED**  
University of  
Minnesota



**LINDA  
LE**  
University of Houston



**CARLOS  
LUNA**  
University of Texas—  
Rio Grande Valley



**KASSANDRA  
LEYVA**  
University of Illinois



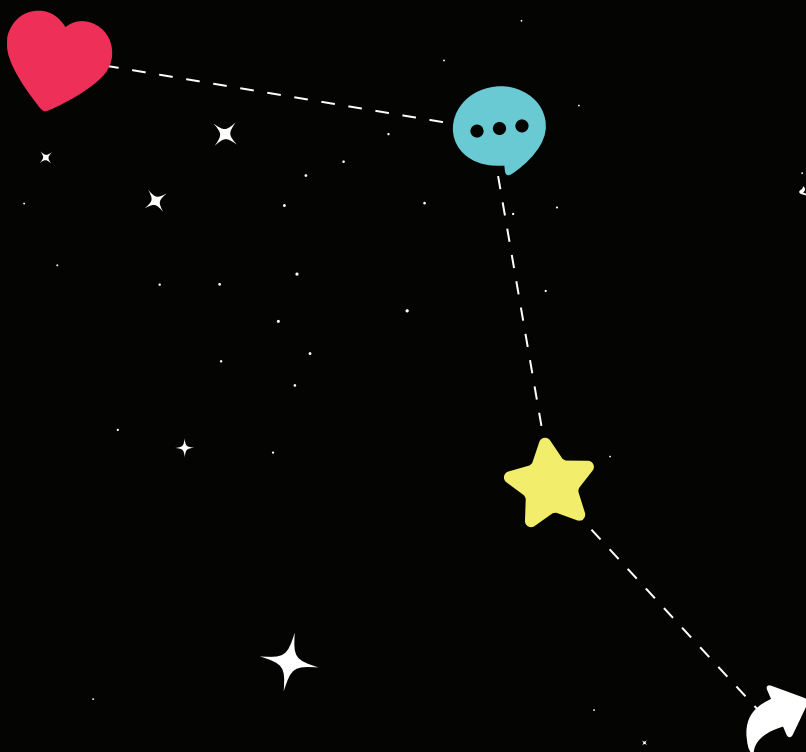
**CHRISTOPHER  
MERCADO**  
Brigham Young  
University



**MARVIN  
LIM**  
University of Oregon



**SUSHREE  
SAMIKHYA  
MOHANTY**  
University of Memphis



Congratulations to the bright stars  
that make up this year's class of  
Most Promising Multicultural Students.

Raising a toast #ForYou.

 **TikTok**

**THE 2023 CLASS**



**EVANNA  
MOMTAJ**  
University of Missouri



**BRIANNA  
ROACH**  
Arizona State  
University



**BLAKE  
MORROW**  
University of Illinois



**MARVIN  
SOSA**  
University of Illinois



**HANYA  
NOUSSIER**  
Florida State  
University



**JOHN  
STARKWEATHER**  
Brigham Young  
University



**SARA  
OMAR**  
University of  
Minnesota



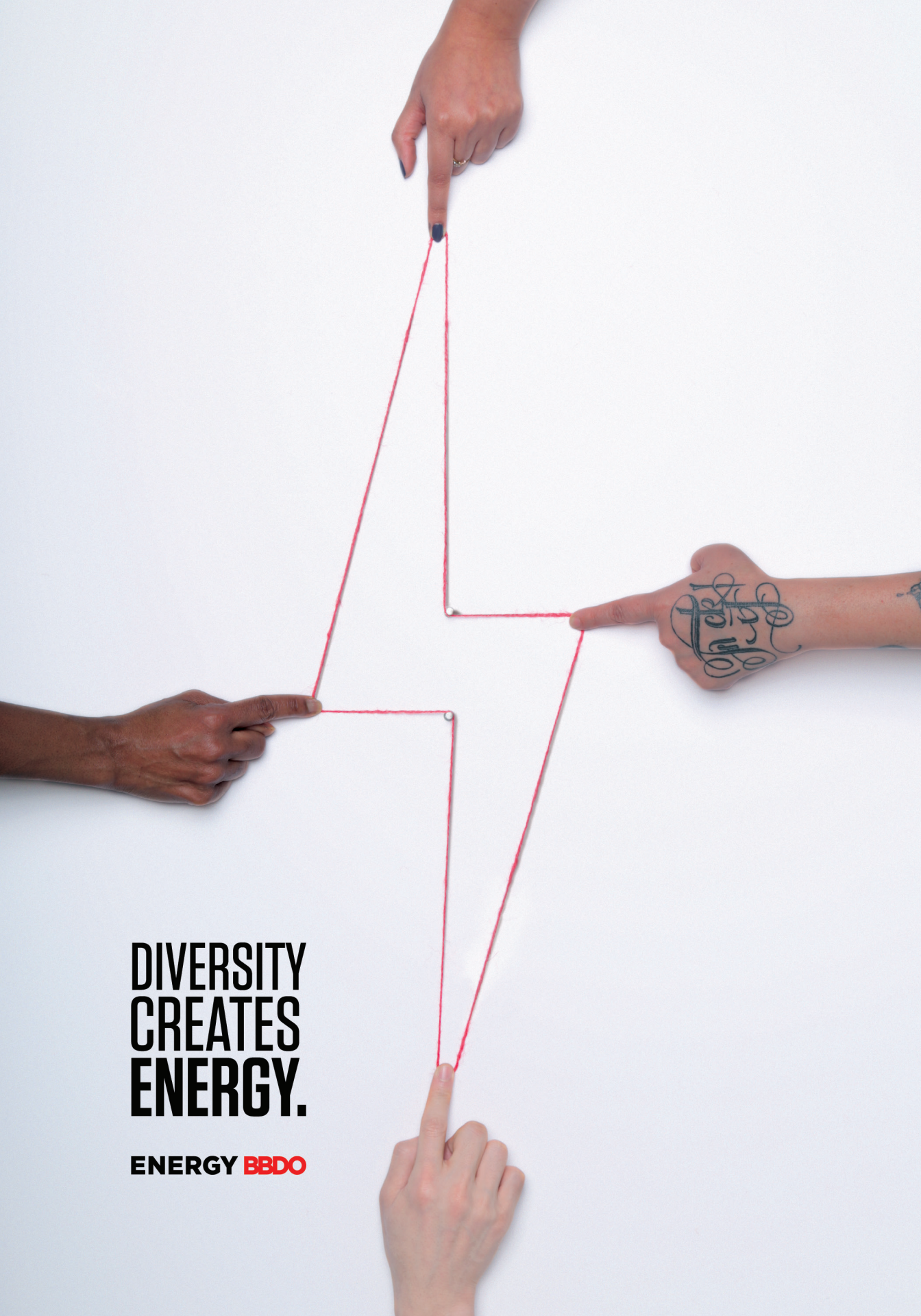
**JYONOSUKE  
TANAKA**  
Newhouse  
School of Public  
Communications



**JENNA  
RAMON**  
Texas State University



**LUCKETT  
VANGUARD**  
University of  
Minnesota



**DIVERSITY  
CREATES  
ENERGY.**

**ENERGY BBDO**

**THE 2023 JUDGES**



**MUHAMMAD  
AL-KAHLOUT**  
Director of  
Digital Marketing,  
Cummings Creative  
Group



**LANAE  
JACKSON**  
Senior Manager,  
Multicultural Marketing  
Strategy, Nissan



**WALTER  
BOZA**  
President/  
General Manager,  
Captura Group



**MISBAH  
MAYET**  
Manager, Inclusion  
and Belonging,  
The Trade Desk



**ANDRIENA  
COLEMAN**  
Associate Director,  
Head of DE&I,  
Hearts and Science



**DAVID  
PENA**  
Early Careers  
Talent Specialist,  
RPA



**INDYA  
DAVIS**  
Manager Lead,  
Multicultural Marketing,  
Ally Financial



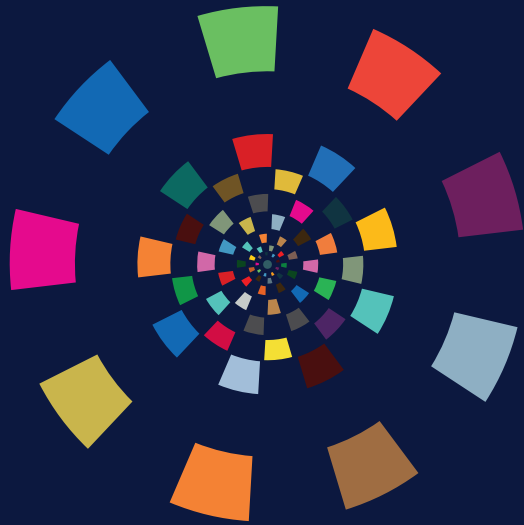
**VALERIE  
THOMPSON**  
Executive Director,  
ProMedica



**LORI  
DEPACE**  
Program Manager,  
Early Careers,  
Publicis Health



**FRANCITA  
WILLIAMS**  
Designer & Strategist,  
FVWDesigns



# mosaic center expansion fund

**An initiative to raise \$2 million to support the AAF's diversity, equity, and inclusion efforts.**

In an effort to expand, enhance and evolve our current foundation of Diversity, Equity & Inclusion efforts, the AAF has embarked on its largest expansion of Mosaic Center with the Mosaic Center Expansion Fund.

The Fund's goal is to:

- Bring more HBCUs into advertising, marketing, and media industries
- Provide BIPOC students with access to industry professionals and resources
- Raise awareness of AAF's DEI programs through dedicated marketing support
- Launch additional programming as needed

To help us reach our \$2 million goal, we need your help!  
All levels of support are welcome.

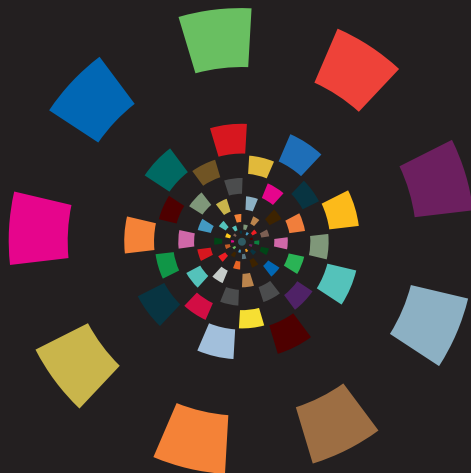
**To give to the Mosaic Center  
Expansion Fund, scan the QR code →**

**Thank you to the  
following for your gift:**

**ADCOLOR  
AMC Network  
Arc North America/  
Leo Burnett USA  
Chaloner  
Constellation  
dentsu  
FCB  
Google  
Interpublic Group  
Marketing EDGE  
MediaLink  
Meta  
Mondelez  
RPA  
Sony Music Group  
The Trade Desk  
UM Worldwide  
Tiffany R. Warren**



# mosaic center fund



**An initiative to raise \$2 million  
to support the AAF's diversity,  
equity, and inclusion efforts.**

The Fund's goal is to:

- Support HBCU faculty and students interested in the industry through funding, nurturing research efforts and helping enhance curriculums
- Provide BIPOC students with access to industry professionals and resources
- Raise awareness of the Mosaic Center's DEI programs through dedicated marketing support
- Create scholarship and business grant opportunities committed to increasing diverse representation

To help us reach our \$2 million goal, we need your help!  
All levels of support are welcome.

**To give to the Mosaic Center Fund,  
scan the QR code →**

**Thank you to the  
following for your gift:**

ADCOLOR  
AMC Network  
Arc North America/  
Leo Burnett USA  
Chaloner  
Constellation  
dentsu  
FCB  
Google  
Interpublic Group  
Marketing EDGE  
MediaLink  
Meta  
Mondelez  
RPA  
Sony Music Group  
The Trade Desk  
UM Worldwide  
Tiffany R. Warren



# BECAUSE MAKING AN IMPACT MATTERS

Congratulations to the Most Promising Multicultural Students Class of 2023! We are proud to support The American Advertising Federation as part of our commitment to inclusion and belonging. At The Trade Desk, we value the unique experiences and perspectives that each person brings and we are committed to fostering inclusive spaces.

Search open roles at  
[careers.thetradedesk.com](https://careers.thetradedesk.com)