

AAF american advertising federation

# ADVERTISING HALL OF ACHIEVEMENT

30  
YEARS





# Congratulations to the 2022 inductees.

Thank you for inspiring the  
advertising industry.

# WELCOME

Induction into the AAF Advertising Hall of Achievement has established itself as the most prestigious award recognizing the advertising industry's top leaders (under 40) who are transforming the landscape of advertising, marketing, and media. Overcoming the challenges that we have faced over the past two years, has made us stronger and more united, we have also learned as a community that we cannot take for granted the opportunity to celebrate our industry champions together.

These eight newest inductees of the Hall have helped advance our industry by demanding change, leading the way with revolutionary innovation, and challenging traditional thought leadership. They are being recognized today for their incredible professional accomplishments, for their impact on their communities, and for the important role they play in mentoring others to succeed. These leaders represent limitless potential and inspiration for the bright future of the advertising industry.

The 2022 AAF Advertising Hall of Achievement inductees are:

**TJ Adeshola, Head of Global Content Partnerships, Twitter**

**Bernice Chao, Head of Integrated Creative, Zambezi;  
Co-Founder, Asians in Advertising**

**Bing Chen, Executive Chairman, CEO & Founder, Gold House**

**Angela M. Guzman, SVP & Head of Supplier Diversity, Americas, dentsu**

**Elle McCarthy, VP of Brand and Social Impact, Electronic Arts**

**Jordan Muse, Managing Director, The Martin Agency**

**Stephanie Nadi Olson, CEO & Founder, We Are Rosie**

**Crystal Zerrenner, Chief Growth Officer, Thinx Inc.**

Bing Chen will also be presented with the esteemed Jack Avrett Volunteer Spirit Award. Since 1996, this award has recognized an inductee who has demonstrated an exceptionally high commitment to public service and the betterment of both the advertising industry and the larger community. Bing pivoted sharply from a career at Google and eventually as YouTube's first Creator Marketing Manager to establishing Gold House three years ago. Gold House is the largest network of Asian & Pacific Islander cultural leaders working collaboratively for socioeconomic equity and representation. The group has fundamentally reshaped Hollywood and shattered the bamboo ceiling through its "market-first social impact" approach, and has become a beacon for meaningful and sustainable cross-cultural unity. Bing is passionate about integrating traditionally fragmented or opposing entities into a single goal.

And while we delight in inducting this new Class into the Hall, it will be with a heavy heart for many of us as we feel the presence of one of our beloved friends missing from this celebration. Sean Finnegan was one of the AAF's biggest and most vocal supporters, one of the proudest members of the Advertising Hall of Achievement (Class of 2006), and one of the most dedicated members of this industry. Sean left us entirely too soon earlier this year, but he will continue to be with us in spirit at every AAF Hall of Achievement induction.

Our utmost appreciation to all our gracious sponsors, distinguished presenters, and special guests for making today's ceremonies a truly memorable experience. Our sincerest congratulations to the newest class of inductees to the AAF Advertising Hall of Achievement—and to all that these Future Legends of Advertising have yet to show us.



**Steve Pacheco**  
President & CEO  
American Advertising  
Federation



**Helen Lin**  
Vice Chair,  
AAF Board of Directors  
Chief Digital Officer  
Publicis Media



**Ross Martin**  
Co-Chair  
Advertising Hall  
of Achievement  
President and CXO  
Known



**Hayley Romer**  
Co-Chair  
Advertising Hall  
of Achievement  
Former Publisher and CRO  
The Atlantic



**iHeartMedia  
Congratulates  
all 2022 AAF  
Advertising Hall  
of Achievement  
honorees**



# PROGRAM

## HOSTED BY

- Steve Pacheco**, President & CEO, American Advertising Federation
- Helen Lin**, Vice Chair, AAF National Board of Directors; Chief Digital Officer, Publicis Groupe
- Ross Martin**, Co-Chair, Advertising Hall of Achievement; President and CXO, Known; Advertising Hall of Achievement Class of 2014
- Hayley Romer**, Co-Chair, Advertising Hall of Achievement; Former Publisher and CRO, The Atlantic; Advertising Hall of Achievement Class of 2020

## INDUCTEES

- TJ Adeshola** .....15  
Head of Global Content Partnerships, Twitter
- Bernice Chao** .....17  
Head of Integrated Creative, Zambezi; co-Founder, Asians in Advertising
- Bing Chen** .....19  
Executive Chairman, CEO & Founder, Gold House  
*Recipient of the Jack Avrett Volunteer Spirit Award*
- Angela M. Guzman** .....21  
SVP & Head of Supplier Diversity, Americas, dentsu
- Elle McCarthy** .....23  
VP of Brand and Social Impact, Electronic Arts
- Jordan Muse** .....25  
Managing Director, The Martin Agency
- Stephanie Nadi Olson** .....27  
CEO & Founder, We Are Rosie
- Crystal Zerrenner** .....29  
Chief Growth Officer, Thinx Inc.





Clear Channel  
Outdoor

**Congratulates  
the  
Advertising  
Hall of  
Achievement  
Inductees**



**TJ Adeshola**  
Twitter



**Elle McCarthy**  
Electronic Arts



**Bernice Chao**  
Zambezi  
Asians in Advertising



**Jordan Muse**  
The Martin Agency



**Bing Chen**  
Gold House



**Stephanie Nadi  
Olson**  
We Are Rosie

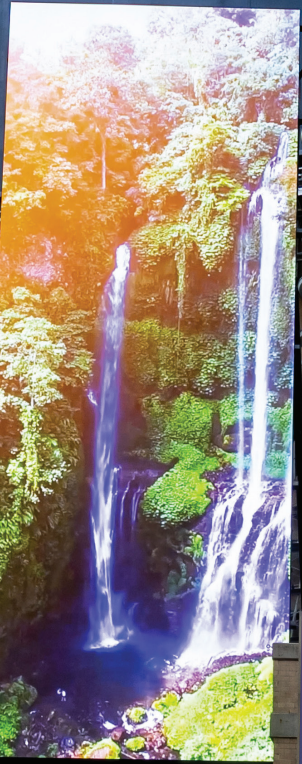


**Angela M.  
Guzman**  
dentsu



**Crystal Zerrenner**  
Thinx Inc.

**aaf** american  
advertising  
federation



**BLUE FIN**  
SEAFOOD = SUSHI

**DOS CAMINOS**

CLEAR CHANNEL

**Congratulations From Your Friends at**

**Clear Channel Outdoor**

# SPONSORS

## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



as of 11/1/22



You should  
definitely  
post about  
this.

Congratulations on  
your induction into the  
AAF Hall of Achievement

LinkedIn 

# COMMITTEE

## CO-CHAIRS

**Ross Martin**<sup>\*,</sup> President and CXO, Known

**Hayley Romer**<sup>\*,</sup> Former Publisher and CRO, The Atlantic

## COUNCIL OF JUDGES

**Kenetta Bailey**<sup>+</sup>, SVP, Marketing, Clear Channel Outdoor

**Tusar Barik**, Director, Agency and Partner Marketing, LinkedIn

**Melissa Barnes**<sup>\*,</sup> VP of Canada and Latin America, Twitter

**Brian Berner**, Head of Advertising Sales, Americas, Spotify

**Christian Borges**<sup>+</sup>, Former SVP, Marketing, true[X]

**Marcus Collins**<sup>\*,</sup> Head of Planning, W+K New York

**Lauren Connolly**<sup>\*</sup>, Global Executive Creative Director, BBDO Worldwide

**Brandon Cooke**<sup>\*</sup>, Global Chief Marketing & Reputation Officer, FCB

**Laura Correnti**<sup>\*,</sup> Partner, Giant Spoon

**Lauren Crampsie**<sup>\*,</sup> President, Viral Nation

**Karna Crawford**<sup>\*,</sup> Former Head of US Marketing Communications, Ford Motor Company

**Tina Daniels**, Managing Director, Agency and Brand Measurement, Google

**Stephanie Danzi**, SVP, Global Head of Marketing, Tinder

**Stephanie Geno**, Chief Marketing Officer, Innovid

**Steve Hall**, Senior Lecturer, Charles H. Sandage Department of Advertising, University of Illinois

**Jon Halvorson**<sup>\*,</sup> Global VP, Consumer Experience, Mondelez International

**Cavel Khan**<sup>\*,</sup> Chief Commerce Officer, Group Black

**Helen Lin**<sup>+</sup>, Chief Digital Officer, Publicis Groupe; Vice Chair, AAF National Board of Directors

**Joe Marchese**<sup>\*</sup>, CEO, Attention Capital

**Melanie Mitchem**<sup>+</sup>, Former SVP, Executive Director Global Communications, FCB

**Brian Monahan**<sup>\*,</sup> Global Client President, Head of US Ventures, dentsu International

**Tom Morton**<sup>+</sup>, Chief Strategy Officer, R/GA

**Tim Natividad**<sup>+</sup>, US Head of Enterprise Sales, TikTok

**Lena Petersen**<sup>+</sup>, Chief Brand Officer, Medialink

**Brandon Pierce**<sup>\*</sup>, VP, Executive Creative Director, Hulu

**Aldo Quevedo**<sup>\*,</sup> CEO, Creative Chairman, Beautiful Beast

**Brandon Rochon**<sup>\*,</sup> Co-Founder, The Fluent Group

**David Roter**<sup>+</sup>, VP, Global Agency Partnerships, Snap

**Danielle Salley**<sup>+</sup>, Associate Interactive Director, Chernoff Newman; Chair, AAF Council of Governors

**Ian Schafer**<sup>\*</sup>, Co-Founder & CEO, Stealth Mode Sports and Entertainment

**Evin Shutt**<sup>\*,</sup> CEO, Partner, 72andSunny

**Kwame Taylor-Hayford**<sup>\*,</sup> Co-Founder, Kin

**Priscilla Valls**, VP, Agency Development, SXM Media

**Tiffany R. Warren**<sup>\*,</sup> EVP, Chief Diversity & Inclusion Officer, Sony Music Group;

Founder & President, ADCOLOR; Chair, AAF National Board of Directors

**Lizette Williams**<sup>\*,</sup> Head of Global Vertical Solutions Marketing, Meta<sup>\*</sup>

*\*Advertising Hall of Achievement Member*

*+Advertising Hall of Achievement Executive Committee*



# The Sean Finnegan Memorial Scholarship

AAF  
american  
advertising  
foundation

Sean Finnegan was a supporter of the American Advertising Federation for over three decades. His involvement dated back to his student days at Murray State University where he competed in the AAF's National Student Advertising Competition (NSAC). He received a B.A. in Advertising & Marketing from the school in 1993.

As a professional, Sean served as a member of the AAF's National Board of Directors and was inducted into the AAF's Advertising Hall of Achievement in 2006, receiving the Jack Avrett Volunteer Spirit Award.

Throughout his career, Sean was instrumental in mentoring young people who wanted to pursue a career in digital advertising and media.

**In the spirit of Sean's service to the AAF and to the industry, the American Advertising Foundation (the AAF's non-profit division), has established The Sean Finnegan Memorial Scholarship, which will award a \$10,000 scholarship to a worthy college undergraduate or post graduate seeking a degree in advertising, communications, media, interactive marketing, journalism, commercial art, public relations or related fields.**

To donate to the Scholarship fund, scan the QR code →



# ABOUT

## HISTORY & CRITERIA

The Advertising Hall of Achievement is the industry's premier award for outstanding advertising professionals who are age 40 and under. The American Advertising Federation (AAF) established this program in 1993 as a way to recognize young talented individuals who are reinventing the profession of advertising. The Hall includes over 200 members whose expertise span the entire spectrum of the advertising industry. These superstars are change agents who make headlines and continue to shape the future of advertising.

The mission of the Advertising Hall of Achievement is “to recognize young advertising professionals who are making a significant impact on the industry through their leadership, career achievements and personal qualities that inspire others to excel.” Membership in the Hall bestows the responsibility to continue this leadership role in attracting, developing and retaining talent in the advertising industry. To aid in this goal, Advertising Hall of Achievement members are committed to mentoring opportunities and other endeavors including national AAF events and programs.

To begin the process of gathering a highly qualified group of candidates, the AAF issues an annual nationwide call for nominations. The nominations are then submitted to the Council of Judges. This distinguished panel, representing all disciplines of the advertising industry, assembles to evaluate and recommend those individuals most deserving of induction.

Nominees must be 40 years old or younger at the time of nomination and employed in the American advertising industry—agency, client, media or related services. They are evaluated based on the following criteria:

- **Outstanding career achievements with measurable results in the creation and execution of advertising, including, but not limited to, marketing, sales, or media; and**
- **Qualities that motivate others to excel by mentoring, inspiring, training or volunteering.**

## JACK AVRETT VOLUNTEER SPIRIT AWARD

In 1998, the AAF added the Jack Avrett Volunteer Spirit Award to complement the Advertising Hall of Achievement. The award was named in honor of the late Jack Avrett, a visionary dedicated to the well-being of the advertising industry. A volunteer extraordinaire, he was always willing to join a committee, spearhead an initiative and get things done. He inspired fellow executives to do the same.

This special award is given to an inductee who demonstrates the principles of the Advertising Hall of Achievement and is committed to exceptional public service that extends beyond that of his/her accomplished peers, and contributing to the betterment of the advertising industry and their community. Candidates are selected from the Advertising Hall of Achievement nominations at the discretion of the Council of Judges, who may choose not to select someone in any given year.





**Congratulations to the 2022 AAF  
Hall of Achievement inductees.  
Raising a toast #ForYou**

**TikTok**

# MEMBERS

**2022** TJ Adeshola, Twitter **Bernice Chao**, Zambezi; Asians in Advertising \***Bing Chen**, Gold House **Angela M. Guzman**, dentsu **Elle McCarthy**, Electronic Arts **Jordan Muse**, The Martin Agency **Stephanie Nadi Olson**, We Are Rosie **Crystal Zerrenner**, Thinx Inc. **2021** **Arielle Garcia**, UM Worldwide **Emily Giannusa**, HBO **Jeff Miller**, Snapchat \***Christena Pyle**, dentsu **Rachel Tipograph**, MikMak **Nick Tran**, TikTok **Tina Wells**, RLVNT Media **2020** **Marcus Collins**, University of Michigan **Lauren Crampsie**, Ogilvy New York \***Karla Davis**, Ulta Beauty **Jarrod Dicker**, Washington Post **Cavel Khan**, Tumblr **Adrian Parker**, Bacardi Limited **Brandon Pierce**, Hulu **Hayley Romer**, The Atlantic **2019** **Melissa Barnes**, Twitter **Brandon Cooke**, FCB \***Jon Halvorson**, Mondelēz International **John Nicoletti**, Google **Britt Nolan**, DDB North America **Brandon Rochon**, Kastner **Kwame Taylor-Hayford**, Kin **Dara Tresseder**, Carbon **2018** **Tal Chalozin**, Innovid, **Laura Correnti**, Giant Spoon, **Ryan Eckel**, Dick's Sporting Goods, **Abbey Klaassen**, 360i, **Saneel Radia**, R/GA, **Dhane Scotti**, Google, \***Evin Shutt**, 72andSunny, **Kerry Steib**, Spotify **2017** **Karna Crawford**, JPMorgan Chase **Matt Derella**, Twitter Client Solutions **Matt Miller**, BBDO San Francisco **Erin Quintana**, UM/J3 **Rachel Shechtman**, STORY **Jason White**, Beats by Dr. Dre \***Lizette Williams**, Kimberly-Clark Corporation **2016** **Sabrina A. Caluori**, HBO **Karrelle Dixon**, Wieden+Kennedy **Meredith R. Long**, Time Inc. \***Joe Marchese**, Fox Networks Group **Shiv Singh**, Visa, Inc. **Danielle Tiedt**, YouTube **Lizzie Widhelm**, Pandora **2015** **Ricardo Dias**, Anheuser-Busch InBev **Cindy Gustafson**, Mindshare **Seth Kaufman**, PepsiCo North America Beverages **Joel Lunenfeld**, Twitter **Sarah Personette**, Facebook \***Ian Schafer**, Deep Focus **Casey Wasserman**, Wasserman Media Group **2014** **Lauren Connolly**, BBDO New York **Sarah Hofstetter**, 360i **Ross Martin**, Viacom Media Networks **Erika Nardini**, AOL Advertising \***Elias Plishner**, Sony Pictures Entertainment **Bozoma Saint John**, Apple iTunes and Beats Music **Jennifer S. Warren**, RadioShack **2013** **Adam Bain**, Twitter Inc. **B. Bonin Bough**, Mondelez International **Robert Candelino**, Unilever **Tara Walpert Levy**, Google & YouTube \***Lynn Lewis**, J3 UM **Todd Pendleton**, Samsung Telecommunications America **Emmanuel Seuge**, The Coca-Cola Company **2012** **Erin Clift**, Spotify \***Georgina Flores**, Allstate Insurance Company **Rei Inamoto**, AKQA **Howard Mittman**, WIREDC/Condé Nast **Tor Myhren**, Grey New York **Marc Speichert**, L'Oréal USA **Lisa Weinstein**, Starcom MediaVest Group Max Page, "Mini DARTH" from Volkswagen's "The Force" Commercial, *Recipient of the Special Award for Charitable Works for Children's Hospitals* **2011** **Jonathan Bauer**, Droga5 **Carolyn Everson**, Facebook **Eric Hadley**, Microsoft **Brian Monahan**, MAGNAGLOBAL **Amy Powell**, Paramount Pictures **Iain Tait**, Wieden+Kennedy \***Hamdi Ulukaya**, Agro Farma **2010** **Andrew Benett**, Arnold Worldwide & Havas Worldwide **Bant Breen**, Initiative **Jeff Levick**, AOL **Rob Master**, Unilever **Erin Nelson**, Bazaarvoice (formerly of Dell Inc.) \***Tiffany R. Warren**, Omnicom Group, Inc. **Adam Werbach**, Saatchi & Saatchi **2009** **Allison Arden**, Advertising Age & Creativity **Tara Comonte**, Mediabrand **Peter McGuinness**, Gotham, Inc. **Ari Merkin**, Toy New York \***Beatriz Perez**, Coca-Cola North America **Tracey Scheppach**, Starcom MediaVest Group **Ben Silverman**, Electus **2008** **Jon Gieselman**, DIRECTV **Thom Gruhler**, McCann Worldgroup **Chris Kempczinski**, Pepsi-Cola North America Beverages \***Penry Price**, Google Inc. **Elizabeth Ross**, Tribal DDB Worldwide **Troy Ruhanen**, BBDO North America **Stephen Stoute**, Translation Consultation + Brand Imaging **Andrew Swinand**, Starcom MediaVest Group **2007** **Andy Berndt**, Ogilvy New York **Wendy Clark**, AT&T Inc. **Eric Hirshberg**, Deutsch LA **Kimberly Anderson Kelleher**, Self Magazine **Juan Carlos Ortiz**, Leo Burnett & Arc North America \***Jon Raj**, Visa USA **Lauren Wiener**, Meredith Corporation **2006** **Jason Binn**, Niche Media LLC **Maurice Coffey**, Procter & Gamble Company **Beth-Ann Eason**, Yahoo \***Sean Finnegan**, OMD Digital **Courteney Monroe**, HBO **Michelle Peluso**, Travelocity **Mark-Hans Richer**, Pontiac, General Motors Corporation **2005** **Tim Armstrong**, Google Inc. **Laura Desmond**, MediaVest USA **David Jones**, Euro RSCG Worldwide \***Jacki Kelley**, USA TODAY **Eric Silver**, BBDO New York **Heidi Ueberroth**, NBA Entertainment **Liz Vanzura**, HUMMER, General Motors Corporation **2004** \***Paul Caine**, *People* Weekly Magazine **Susan Credle**, BBDO New York **Matt Freeman**, Tribal DDB Worldwide **Stacey Lynn Koerner**, Initiative **Aldo Quevedo**, Dieste Harmel & Partners **Julie Roehm**, Chrysler Group **Andrea Wells**, Campbell-Ewald **2003** **Kathy Delaney**, Deutsch, Inc. **David Droga**, Publicis \***Susan Mboya**, Procter & Gamble Company **John B. Osborn**, BBDO New York **Stephen Pasierb**, Partnership for a Drug-Free America, **Michael Sands**, Snapple Beverage Group & Moss's Inc., **Christopher M. Schroeder**, Washingtonpost.Newsweek Interactive **2002** **Alex Bogusky**, Crispin Porter + Bogusky **Jeanine Shao Collins**, Meredith Corporation **Linda DeJesus**, The Bravo Group **Scott Donaton**, Advertising Age \***Earl G. Graves, Jr.**, *Black Enterprise* Magazine **Richard Stoddart**, Ford Motor Company **William Wrigley, Jr.**, Wm. Wrigley Jr. Company **2001** **Linda Thomas Brooks**, GM Mediaworks & GM Cyberworks **Karen Edwards**, Yahoo! Inc. \***Jack Griffin**, Parade Publications **Chan Suh**, Agency.com **Deborah Wahl**, Lincoln Mercury **Tony Wright**, Ogilvy & Mather **Anne Kallin Zehren**, *Teen People* **2000** **August A. Busch IV**, Anheuser-Busch Inc. **Lee Ann Daly**, ESPN Inc. **Gary Epstein**, Euro RSCG Tatham **Kate Everett-Thorp**, Lot21 **Eliot Kang**, Kang & Lee Advertising \***Richard Kirshenbaum**, Kirshenbaum Bond & Partners **Ann Lewnes**, Intel Corporation **1999** **Gilbert Davila**, Sears Roebuck & Co. **Christy Haubegger**, *Latina* Magazine **Philippe Krakowsky**, Young & Rubicam \***William McKendry**, Hanon-McKendry Inc. **Kevin O'Connor**, DoubleClick **Matthew Ross**, Ogilvy & Mather **Ian Rowden**, The Coca-Cola Company **1998** **David Angelo**, Cliff Freeman & Partners **Keith Clinkscapes**, VIBE Ventures **John Farrell**, DMB&B North America **Eleo Hensleigh**, Disney/ABC **Andrea Jung**, Avon Products \***Lee Nadler**, DoubleClick **David Steward**, TV Guide **1997** **Mary L. Baglivo**, Euro RSCG Tatham **J. Scott Crystal**, National Geographic Society **Dawn Hudson**, Frito-Lay Co., Div. of PepsiCo **G.M. O'Connell**, TN Technologies Inc. **Jack Rooney**, Miller Brewing Company **Gary Topolewski**, Bozell, Detroit **1996** **Scott Bedbury**, Starbucks Coffee Company **David Carey**, Condé Nast *House & Garden* **Tony Dieste**, Dieste & Partners **Jim Harrington**, Bozell Worldwide **Timothy Weston Mapes**, Delta Air Lines **Linda Srere**, Young & Rubicam New York **David Verklín**, Hal Riney & Partners **1995** **Kim Bealle**, Young & Rubicam **Ed Erhardt**, Advertising Age **Donna Kalajian**, *Cosmopolitan* **Mike Lotito**, Admirati Puris Lintas **Jon Steel**, Goodby, Silverstein & Partners **Anne Sweeney**, FX Networks Inc. **1994** **Kirk Citron**, Citron Halligman Bedecarr **Lee Garfinkel**, Lowe & Partners/SMS **Scott Kurnit**, Prodigy Services Corp. **William J. Ludwig**, Lintas Campbell-Ewald **Nora McAniff**, *People* Weekly Magazine **Wenda Harris Millard**, SRDS **Glenn Smith**, General Media (posthumous) **1993** **Sheri Baron**, Lintas **Mary Berner**, TV Guide **Donny Deutsch**, Deutsch **William L. Katz**, BBDO New York **Ken Mandelbaum**, Mandelbaum Moone Ashley **Jim Speros**, AT&T

\*Jack Avrett Volunteer Spirit Award recipient.

Members listed with company at time of induction.

30  
YEARS



CONGRATULATES THIS YEAR'S

# ADVERTISING HALL OF ACHIEVEMENT HONOREES

TJ ADESHOLA

BERNICE CHAO

BING CHEN

ANGELA M. GUZMAN

ELLE MCCARTHY

JORDAN MUSE

STEPHANIE NADI OLSON

CRYSTAL ZERRENNER



AMC+ / AMC / BBC AMERICA / IFC / SUNDANCE TV / WE TV / ACORN TV / ALLBLK  
HIDIVE / SHUDDER / SUNDANCE NOW / IFC FILMS / SENTAI / AMC NETWORKS INTERNATIONAL

**TJ** is responsible for leading a team that develops and executes on strategies for partners across sports, gaming, entertainment and news – helping a range of properties across the globe to extend, scale, market and monetize their content and programming initiatives on Twitter.

He previously served as Head of U.S. Sports Partnerships at Twitter, overseeing partnerships with all major U.S. sports leagues such as the NFL, NBA, WNBA and MLB, as well as other sports properties like ESPN, NBC, Turner Sports, Fox Sports, the College Football Playoff and many more. Before joining Twitter in 2012, TJ worked on digital sales and marketing at ESPN where he supported the company's digital properties, including ESPN.com and WatchESPN.

TJ has been recognized for his diverse experience and expertise across social media, sports business and tech. He has appeared on CNBC, Good Morning America, ESPN, NBA TV and NFL Network. He has been recognized in Sports Business Journal and Ad Age's 40 Under 40 awards, and was named one of 29 "Young Influentials" by Adweek.

TJ is an active member of Blackbirds (@Blackbirds), Twitter's employee resource group that celebrates and encourages diverse perspectives, and also a member of Minorities in Sports (MIS). Volunteering with community programs like DreamWakers and Harlem R.B.I., TJ is passionate about helping underrepresented youth.

TJ is a graduate of the University of Georgia. Follow him on Twitter at @tjay.

# TJ Adeshola

HEAD OF GLOBAL  
CONTENT PARTNERSHIPS,  
TWITTER

30  
YEARS





"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

— John Quincy Adams

Congratulations to the  
2022 AAF Advertising Hall  
of Achievement inductees.

Here's to many more years  
of success and dedication.

**MEDIALINK**  
A UTA Company

**Bernice** is the Head of Integrated Creative at Zambezi, the largest female-owned agency in America. Bernice has worked on campaigns for notable brands like HBO, Google, Chime, Nissan, and many others. She currently leads the agency's effort to grow School, the social division.

Bernice is as dedicated to the advertising craft as she is to giving back to the community around her. As one of the few female Asian American creative leaders in the United States, she is helping shape the AAPI community as the co-founder of the non-profit organization Asians in Advertising and host of the AIA podcast. She has also created mentorship and scholarship programs for the AAPI community.

Bernice has been featured on Forbes, Adweek, Nightline, Ad Age, and The Muse. Bernice has given over 30 talks at SXSW, the 3% Conference, news stations, AAPI rallies, Fortune 500 corporations, and agencies. Bernice recently partnered with Adweek to curate a yearly month-long initiative, "Asian Talent Showcase," and has co-written The Visibility Mindset, a book empowering AAPI with strategies for career growth.

Bernice's love for fueling new ideas has led her to be a TEDxCulverCity chapter president, hosting nine sold-out events, speech writing workshops, and giving talks about how to make an impactful speech for large-scale conference workshops. Bernice continues to inspire the next generation by teaching creative marketing at Loyola Marymount University, with her students receiving first and second in the 2022 Effies collegiate competition.

Bernice graduated with honors in graphic design from Art Center College of Design. She lives in Los Angeles with her husband Matt and their two young children, Beckett and Mattie.

# Bernice Chao

HEAD OF INTEGRATED  
CREATIVE, ZAMBEZI  
CO-FOUNDER,  
ASIANS IN ADVERTISING



THE SOCIAL  
TRANSFORMATION  
AGENCY



We combine expertise in data & analytics, strategy, technology and creativity to help the worlds best brands connect to the audiences that matter most.

This new world and the new consumer journey has presented marketers with a myriad of complex new communication challenges, intensifying the need for businesses to fully embrace transformation opportunities and reinvent themselves quickly.

There is an expectation to constantly be more efficient, resilient, sustainable, human-centric, and data driven. Evolving societal expectations are also accelerating the need for more purpose-led organizations that deliver meaningful connections with customers and employees.

By intertwining real-world data through our proprietary technology with our creative visions, the strategies that we develop are not only innovative but drive real-world impact. We partner with the world's greatest innovators to transform their business, all the while, solidifying their positioning enabling them to navigate the relentless changes within the digital space, while solidifying their future. The effect of this goes beyond business. We open your eyes to what opportunity really means. This isn't just social - this is the future and we're building for that future.

**Bing** is an impact founder, investor, and new world builder. He is the Executive Chairman and Founder of AU Holdings, a new world builder: a family of companies that make dreams come true by creating and investing in stories and systems that rebalance socioeconomic equity for multicultural communities. As well, he is Executive Chairman, Chief Executive Officer, and Co-founder of Gold House, the premier collective of multicultural leaders dedicated to systemically unlocking socioeconomic equity for multicultural communities through unity, investments, and promotion. He is also General Partner and Co-founder of Aum Group, a multicultural film fund; and serves as a Board Director and Advisor to several leading digital media companies including Snap's Yellow Incubator, Omnicom's Sparks & Honey, Titan, Baobab Studios, Oura Health, Musely, and more.

Previously, he was YouTube's Global Head of Creator Development and Management, where he was one of the original and principal architects of the multi-billion dollar influencer ecosystem. There, he was responsible for the worldwide program strategy that engaged more than 300 million content creators across 70 countries, co-leading ventures that developed the creator economy such as the global expansion and evolution of the YouTube Partner Program alongside the company's longest-standing flagship talent incubator; redefined audience engagement through the launch of Watch Time (the guiding algorithm of the platform) and YouTube's original investments in and the production of tentpole events like VidCon (largest online video convention), the DigiTour (largest digital star tour), and YouTube FanFest (largest fan festival); and reignited fame for a new generation through programs like the coveted Gold Play Button that elevated YouTube's native stars to superstardom. He began his YouTube tenure as the company's first Creator Marketing Manager where he established and standardized the industry's use of "creator" and remains a trusted confidant to hundreds of creative artists around the world.


He is a Forbes 30 Under 30 honoree; a Hollywood Reporter Next Gen Leader; a Hollywood Reporter Most Influential Agent of Change; ABC News History Maker; ADCOLOR Catalyst Honoree; Asia Society Asia 21 Young Leader; Magic Johnson's 32 Under 32 Leader; Asian Chamber of Commerce Entrepreneur of the Year; and his companies have been recognized as Fast Company's Brands That Matter; Business Insider's Top Startups; Adweek's Top Digital Media Startups; and more. He is also a Young President's Organization EG Forum Leader; World Economic Forum Global Shaper; One Young World Ambassador; Committee of 100 Next Gen Ambassador; and member of the Streamy Awards Blue Ribbon Panel. Bing graduated from the University of Pennsylvania with a degree in Creative Writing. He is a third culture kid across North America and Asia, finally graduating from the University of Pennsylvania with a degree in Creative Writing. He was born in Knoxville, Tennessee, which becomes obvious at \$11.99 buffets.

RECIPIENT  
OF THE  
JACK AVRETT  
VOLUNTEER  
SPIRIT AWARD

# Bing Chen

EXECUTIVE CHAIRMAN,  
CEO & FOUNDER  
GOLD HOUSE





**CONGRATULATIONS**  
to our very own,  
**Angela M. Guzman**  
and all of the  
**2022 AAF Hall of  
Achievement honorees!**

**dentsu**

**Angela** is the SVP, Head of Supplier Diversity at dentsu, where she is responsible for developing partnerships that promote the use of businesses owned by women, BIPOC, LGBTQ+, persons with a disability, veterans, and small businesses. Guzman serves as a lead liaison between dentsu, the diverse supplier community, diverse supplier advocacy groups and Fortune 500 clients. It is her data-driven approach and passion for inclusive business that is redefining the way Fortune 500 companies think about equity and impact.

For the past decade, Angela has been leading the advertising, entertainment, and media industries as a force for good by widening the advertising industry's aperture to the disproportionate and unequal investment in diverse-owned and small businesses. Prior to joining dentsu, Angela served as the Senior Director of Supplier Diversity & Insights at Comcast NBCUniversal where she led supplier diversity efforts for NBCUniversal and Universal Parks and Resorts. While at Comcast NBCUniversal, Angela launched EDGE, the media industry's first business accelerator geared toward the development of and investment in diverse-owned companies specializing in media and marketing.

In 2015, Angela was nominated to serve as chairperson for the National Minority Supplier Development Council's (NMSDC), Advertising, Entertainment, Media, and Sports (AEMS) industry group where she helped establish innovative industry benchmarks and best practices in supplier diversity. While serving as Chairperson of AEMS, Angela was tapped to serve on the board of the New York & New Jersey's Minority Supplier Development Council (NY & NJ MSDC) and excelled in a variety of positions, including secretary and vice chair, she was ultimately appointed NY & NJ Minority Supplier Development Council's chairman of the board.

Her dedication to giving back to her industry and her community has been a hallmark of her career. Angela continues to serve as the Chairman of the Board of Directors of the NY&NJ Minority Supplier Development Council, is a committee member of NGLCC's Corporate Advisory Council and is an executive champion of dentsu's Women's Business Resource Groups. She is an alumnus of the Aspen Institute's

Latinos & Society Program and a 2022 Executive Sponsor of the dentsu x McKinsey's Latino Executive Leadership Program. She studied Business Administration and Finance at the City University of New York and most recently completed a graduate program in Data Science at Harvard University. She is an active member of her community and spends a significant amount of her free time in Queens, NY with her two sons.

# Angela M. Guzman

SVP & HEAD OF SUPPLIER  
DIVERSITY, AMERICAS  
DENTSU

30  
YEARS



**Congratulations**

**to the 2022  
Advertising Hall  
of Achievement  
inductees from your  
friends at Snapchat!**

TJ Adeshola • Bernice Chao  
Bing Chen • Angela M. Guzman  
Elle McCarthy • Jordan Muse  
Stephanie Nadi Olson • Crystal Zerrenner



**Elle** McCarthy's first job was in a punk stall in London's Camden Market. Since then she has become a marketing leader specializing in equitable brand-building. Elle has maintained a subversive spirit throughout her career, dedicating much of her work to speaking out against injustice and pulling apart the systems that have led to the lack of diversity in the marketing world.

Today Elle is the VP of Brand and Social Impact for Electronic Arts. She has built a new team responsible for building brand strength, and spanning brand management, strategy, marketing, editorial and identity. Starting in this role in 2020, Elle's first move was to lead EA's Covid 19 franchise wide campaign encouraging players to Stay Home & Play Together. Since then she has led a major rebrand, overseen EA's new purpose-led positioning to expand the positive power of play and relaunched their charter as an organization built in service of all players—standing unequivocally against exclusion. Elle also runs a council of people dedicated to DEI workstreams as EA's executive DEI sponsor for marketing.

Previously, Elle has ascended as an agency-side strategic leader in both the UK and the US. Most recently, she was the strategic lead on the winning Global Ford Pitch for BBDO. Following this high profile win, Elle was promoted to EVP Global Head of Strategy leading a new Global strategy team tasked with transforming Ford's marketing operating system.

Before this, Elle was at BBH London where she led the brand transformation for Virgin Media and the strategy for the Refuge domestic violence charity. Elle repositioned BBC Radio 1 and 1Xtra at Karmarama, helping these brands to better serve the UK's youth, from elevating the opportunities in grassroots music, to increasing access to sex education. Elle has received many awards for her work including Cannes, IPA, Effie, D&AD, The Golden Arrows, 40 under 40, Marketing Academy Scholar and IPA Woman of Tomorrow finalist.

Elle has consistently fought inequality outside of work too. From creating the black ops movement, 'Women Cannes' to honor #MeToo, to her keynote talk, 'Choose Your Words' given at the 3% Conference in 2018. When Elle graduated from Oxford University with a first class degree in 2009, she already had a day rate as a strategist. At the time, she wrote these words for her resume—words that ring just as true today: "I believe in brands' responsibility to construct a better kind of capitalism. As marketers, we can start to re-invent our practice with the people we create with and serve. To me, this means greater transparency, ethical practices, not preying on vulnerability and insecurity, breaking down bad normative images, helping to shape and reshape everyday aspirations... I want to be a part of this change."

# Elle McCarthy

VP OF BRAND AND  
SOCIAL IMPACT  
ELECTRONIC ARTS



**JORDAN**

**MUSE**

***First ballot HOA. The story is still being written. Congrats Muse!***

***- THE MARTIN AGENCY -***

**“Work** that’s soulful, provocative and brave only ever comes from a place of greatness—great leadership, great thinking and great creativity that’s built on the foundation of a great client-agency relationship,” shares DoorDash Chief Marketing Officer, Kofi Amoo-Gottfried.

Kofi also says that Jordan Muse is the embodiment of greatness.

As Martin’s managing director and head of accounts, truth is Jordan’s power. He maneuvers through bullshit and lip service in a way that opens hearts and minds—and even reshapes the core of creativity. His power cuts through even the thickest barriers: insecurity, doubt, POLITICS and more. Jordan is the one who paddles harder when things get tough. He’s stable legs on unstable ground.

That’s why Jordan’s steering Martin’s account leadership department and some of its key accounts: Buffalo Wild Wings, Royal Caribbean, DoorDash, Hanes, Sabra, Google, and Amazon.

Greatness is jumping from third to first in your category at the onset of a pandemic, and holding that position while dedicating your brand to saving restaurants. That’s what Jordan’s helped DoorDash accomplish. Greatness is getting a legendary rap group to change its name without a hitch. The “Boneless Thugs-N-Harmony” campaign remains B-Dub’s most buzz-worthy work, garnering 450M+ earned-media impressions from the likes of Rolling Stone, E! News, Vice and other outlets. Pandemics aside, Jordan’s been a big part of giving die-hard sports fans something to cheer for with culture riots like the “BnB Dubs” and “Sports Live On” campaigns. Work like this has led to Martin winning Adweek’s Agency of the Year back to back. Meanwhile, Jordan snagged Campaign U.S.’s 2022 Account Person of the Year—Silver.

Prior to joining Martin, Jordan led other brands to greatness at Wieden+Kennedy, BBDO and Muse Communications. We’re talking Nike, Sprite, Old Spice, American Honda and more. This includes the development of award-winning campaigns like “The Man Your Man Could Smell Like” and Nike’s 2016 Olympics anthem that united the U.S. Men’s and Women’s Basketball teams in partnership with then up-and-comer Chance The Rapper for a unique rendition of the national anthem.

At each place he’s worked, Jordan emphasizes creating a culture of inclusion and true partnerships between people and clients. All voices get heard. People lead without ego. Everyone—and ultimately the brands he serves—gets pushed to be the best version of themselves.

This people-first approach is integral to Jordan’s career. He sees fueling the progress and aspirations of his peers as a way to give back for the mentorship and encouragement he’s received throughout his time in advertising. He’s deeply involved talent growth, career pathing, mentorship opportunities and inclusion efforts for his department and Martin at large.

It’s especially important to Jordan to create environments rooted in diversity, growth and authenticity, and to mentor BIPOC talent. He knows that the work lands a better impact when the team creating it reflects culture: He requires that at least 50% of all candidates he sees for an open position be BIPOC.

# Jordan Muse

MANAGING DIRECTOR  
THE MARTIN AGENCY



**WE SALUTE  
THE 2022  
AAF HALL OF  
ACHIEVEMENT  
HONOREES**

***Congrats!***

TJ Adeshola  
Bernice Chao  
Bing Chen  
Angela M. Guzman  
Elle McCarthy  
Jordan Muse  
Stephanie Nadi Olson  
Crystal Zerrenner



SPANISH BROADCASTING SYSTEM

**Stephanie** is the founder and CEO of We Are Rosie, the flexible career platform for advertising and marketing professionals in all seasons of their career. Olson, a former advertising executive, founded We Are Rosie in 2018, more than two years before the COVID-19 pandemic became a catalyst for many to embrace remote and flexible work.

The idea for We Are Rosie came from Olson's life experience as the daughter of a refugee, which has driven her affinity and advocacy for marginalized groups and her desire to create a better way to do business by focusing on the people doing the work. During Olson's advertising career, she worked with big brands and major tech companies, including Microsoft and AOL, as well as start-ups. She developed a unique 360-degree view of industry practices and saw the need for transformation. Olson used this insight to create the foundation for We Are Rosie, a human-centered approach to marketing that celebrates diversity and facilitates work-life balance, while creating access, opportunity and wealth for those who choose a flexible career path.

Four years later, We Are Rosie works with more than 25 Fortune 500 brands as well as all six major advertising holding companies, providing flexible marketing talent on demand. Its community of marketing talent (aka Rosies) currently stands at more than 13,000. We Are Rosie recently received a growth investment from Align Capital Partners, valuing the company at \$110 million.

Olson was ahead of the curve in recognizing the importance of flexibility in the workplace. This year, Olson has been named as an EY Entrepreneur Of The Year—Southeast, one of Atlanta Business Chronicle's Most Admired CEOs, and one of Atlanta Magazine's 2022 Women Making a Mark. In 2021, she was named to the EY Entrepreneurial Winning Women class. In addition, Olson was named Ad Age Visionary of the Year 2020, was recognized by Adweek in the 2020 Creative 100, was named World Changing Woman 2020 by Conscious Company, and was awarded Entrepreneur of the Year 2019 by the Stevie Awards. For more information visit [wearerosie.com](http://wearerosie.com).



# Stephanie Nadi Olson

CEO & FOUNDER  
WE ARE ROSIE



# NEW YORK TIMES ADVERTISING SALUTES THE 2022 AAF ADVERTISING HALL OF ACHIEVEMENT HONOREES

**TJ ADESHOLA**

Head of Global Content Partnerships, Twitter

**BERNICE CHAO**

Head of Integrated Creative, Zambezi

**BING CHEN**

Chairman, CEO & Founder, Gold House

**ANGELA GUZMAN**

VP & Head of Supplier Diversity, Americas, dentsu

**ELLE MCCARTHY**

VP of Brand, EA

**JORDAN MUSE**

Managing Director, The Martin Agency

**STEPHANIE NADI OLSON**

Founder, We Are Rosie

**CRYSTAL ZERRENNER**

Chief Growth Officer, Thinx Inc

The New York Times

# ADVERTISING

**Crystal** is the Chief Growth Officer of Thinx, Inc., the leader in period and bladder leak absorbing underwear. With over 20 years of experience in marketing and strategy, her work has reinforced the idea that doing good is good for business. As a proven marketer, she has successfully harnessed authentic insights to enable effective, creative work that is culturally relevant, and changes behavior.

Since joining Thinx, Crystal's leadership has propelled the marketing and expansion of the sustainable period underwear company. The recent launch of Thinx for All, a lower priced product, made sustainable period solutions more accessible to consumers and helped transition the DTC brand into an omnichannel company.

She has set the ambition to bring authenticity and empathy to the personal care category. Most recently, the team launched its most ambitious campaign to date, "How a New Generation Thinx," bringing the portfolio of brands together to show innovation, ease, and comfort of Thinx leak protection, across age and life stage.

Prior to joining Thinx, Crystal was the Global Chief Marketing Officer at BBDO. During this time, Crystal helped marketers design creative content that was precise, personalized, and impactful for our world. Her approach merges performance marketing and brand purpose to ensure audience-first experiences.

Under her leadership BBDO tripled the number of effectiveness awards it won. This includes the Grand Prix at APG Strategy Awards for Crystal's work on Barbie's "Imagine the Possibilities" campaign, which showcased how Barbie inspires the limitless potential inside every girl.. Other winning campaigns include, the Jay Chiat Global Strategy Gold winning "Feed the Good" campaign for Pedigree and the Cannes Creative Effectiveness Lion for Snickers "You're Not You When You are Hungry".

As a MAKER, Time's Up Signatory, founding member of Chief, and Ad Age 40 under 40 honoree, Crystal has long focused on building teams that foster equity and create opportunity for all. This dedication is most evident in the work she did to assemble one of the most diverse agency strategy teams in the business—rebuilding the Planning department to establish pay equality across gender, race and role while tripling minority representation during her tenure. Most important of all, Crystal is mom to Logan, a two year old who is her biggest inspiration. She lives in New Jersey with Logan, her husband Justin and rescue dog Hudson.

# Crystal Zerrenner

CHIEF GROWTH OFFICER  
THINX INC.

30  
YEARS



# AdAge

## **TJ Adeshola**

Head of Global Content Partnerships,  
Twitter

## **Bernice Chao**

Head of Integrated Creative, Zambezi;  
Co-Founder, Asians in Advertising

## **Bing Chen**

Executive Chairman, CEO & Founder,  
Gold House

## **Angela M. Guzman**

Senior VP and Head of Supplier Diversity,  
Americas, Dentsu

## **Elle McCarthy**

VP of Brand and Social Impact,  
Electronic Arts

## **Jordan Muse**

Managing Director, The Martin Agency

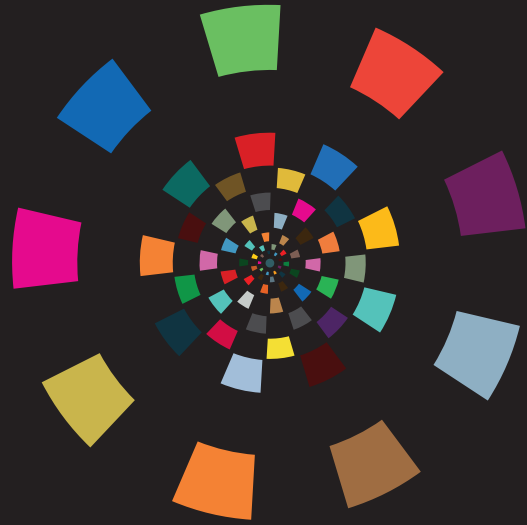
## **Stephanie Nadi Olson**

CEO & Founder, We Are Rosie

## **Crystal Zerrenner**

Chief Growth Officer, Thinx Inc.

We are proud to toast  
your achievements.



# 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  
Interpublic Group  
Marketing EDGE  
MediaLink  
Meta  
Mondelez  
RPA  
Sony Music Group  
The Trade Desk  
UM Worldwide  
Tiffany R. Warren**



INTRODUCING THE



# Advertising Hall of Achievement

CLASS OF '22



**TJ Adeshola**

Head of Global Content Partnerships, **Twitter**



**Bernice Chao**

Head of Integrated Creative, **Zambezi**



**Bing Chen**

Executive Chairman, CEO & Founder, **Gold House**



**Angela M. Guzman**

SVP & Head of Supplier Diversity, Americas, **dentsu**



**Elle McCarthy**

VP of Brand, **Electronic Arts**



**Jordan Muse**

Managing Director, **The Martin Agency**



**Stephanie Nadi Olson**

CEO & Founder, **We Are Rosie**



**Crystal Zerrenner**

Chief Growth Officer, **Thinx Inc.**

*Congratulations*

to these leaders who are setting a new standard for us all.