

100

SIGNIFICANT WOMEN in Native Advertising 2019

This infographic is a subtle gesture from the NAI that marks the International Women's Day 2019. The ladies included on the list are all true beacons of light. Some are accomplished and seasoned marketers, others are rising stars. What they all have in common, though, is that they collectively make the global native advertising industry sparkle.



- Adriana Schroder**
Coordinator of Branded Content
Infoglobo
- Amisha Gandhi**
Vice President, Influencer Marketing
SAP Ariba
- Amy Emmerich**
Chief Content Officer
Refinery29
- Ana Plisic**
Creative Director & Founder
C3 Croatia
- Ana Laura Sivieri**
Marketing Manager
Braskem
- Anda Gansca**
CEO & Co-Founder
Knotch
- Angelica Vilela**
Publications Manager
Abril Branded Content: Estúdio ABC
- Anita Kapadia**
Account Director
Spotify
- Ann Marinovich**
Chief Revenue Officer
inPowered
- Anna Arvidsson**
Head of Bonnier
News Brand Studio
Bonnier
- Anna Watkins**
Managing Director
Verizon Media
- Annie Granatstein**
Head of WP Brand Studio
The Washington Post
- Bettina Von Schlippe**
President
R.S.V.P PR & Lifestyle Communication Agency RU/SG
- Camilla Kjems**
Editor in Chief
Aller Media
- Cara Doyle**
Head of Content Partnerships
Packed.House
- Carla Johnson**
Global Keynote Speaker, Best-Selling Author, Storyteller
- Carmina Cruz**
Managing Director and Chairman
Huddle Room Media
- Carol Matta**
Native Advertising Director
Digital Media Services, Choueiri Group
- Carolyn Wies**
Head of International Business Development
Plista
- Claire Austin**
Content Marketing Evangelist ANZ
LinkedIn
- Clara Valle**
Director of Branded Content
El Terrat de Produccions S.L.
- Clare Carr**
VP of Marketing
Parse.ly
- Clare O'Brien**
Head of Media Effectiveness and Performance
ISBA
- Cristina Cerullo**
Executive Creative Director
Vox Creative
- Danielle Assadourian**
Creative Content Manager
Chalhoup Group
- Danielle Dardashti**
Founder / Principal Advisor
Dash.
- Doris Eichmeier**
Content Strategist
Joanneum
- E.J Bae**
Business Director
BBDO Korea Inc.
- Elina Mansner**
Marketing Director
DNA Oyj
- Eli Mäkilä**
CEO
Storybound Oy
- Eva Kohonen**
Director, Creative Solutions
Sanoma Media Finland
- Evie Kevish**
Project Manager
Shaw Media Marketing
- Fara Warner**
Co-founder
A Picture's Worth
- Gabriella Wiiala**
Business Director
Spoon
- Gomti Shankar**
Country Manager
Taboola
- Hannah Meium Harman**
Branded Content Consultant
The Drum
- Ingrid Louise Kvam**
Content Director
SPRAY
- Irina Pashina**
Senior Director, Content Marketing
SAP
- Iza Santos**
Director of StoryLabs
Summit Media
- Jackie Bernstein**
Director of Branded Content
Bustle
- Jaime Pham**
Content Marketing Evangelist
LinkedIn
- Jamie Waugh Luke**
Director of Content
The Foundry @ Meredith Corp.
- Joanna Carrigan**
Head of Branded Content
The Times, The Sunday Times, The Sun
- Jonna Ekman**
Marketing Director
KIT Story Engine
- Jonna Säll**
CEO
Nyheter365
- Josefine Kvarnström**
Director
Schibsted Brand Studio
- Juliane Sydow**
Director
Axel Springer Brand Studio
- Katherine Power**
CEO
Clique
- Katya Bazilevskaya**
CEO and Co-Founder
Setka
- Kaveri Jain**
Vertical Business Manager
Google
- Keiko Bang**
CEO & Founder
Bang Productions, Singapore
- Kelly Day**
President
Viacom Digital Studios
- Kim Robertz**
Managing Director
MM-Musik-Media-Verlag @ Ebner
- Laura Dornheim**
Head of Communications
Eyeo
- Liesbeth Mack de Boer**
Managing Director DACH
Ligatus I G & J
- Lisa MacLeod**
Head of Digital
Tiso Blackstar Group
- Liz Lorenzoni**
VP, Strategic Partnerships
The Atlantic
- Lotta Tjulin Thörnqvist**
Head of Creative Sales
Schibsted Brand Studio
- Louise Bjarnt**
Content Manager
JP/Politikens Hus
- Mara Einstein**
Professor, author, speaker at
Queens College
- Maria Gelman**
Executive Creative Director
Look at Media
- Maria Marteleur**
Founder, CEO & Digital Strategist
Storstad Medieproduktion
- Mary Gail Pezzimenti**
VP, Content
CBS Interactive
- Melanie Deziel**
Professor and Founder
StoryFuel
- Mélissa Cecillie-Desfontaines**
International & Social Commercial Director
ADYOUlike
- Melissa Rosenthal**
Executive Vice President
Cheddar Inc
- Melissa Diaz**
Director, Ad Product Marketing
Meredith Corp.
- Nataša Šudelija**
Digital Content Manager
FOREO
- Nelly Gocheva**
Global Editorial Director
T Brand Studio International, The New York Times
- Nidhi Raj**
Country Marketing Manager
Tech Data
- Nina Nørgaard Jacobsen**
CEO & Founder
Bites
- Nina Kennedy**
Head of Media, DACH
VICE Media
- Nora Vanderschrick**
Head of Creative Strategy & Native
MEDIALAAN
- Olalla Uriarte**
Branded Content Director
Unidad Editorial
- Pippa Scaife**
Commercial Director
CNN
- Princey Roy**
Revenue Head, Channel Sales
Times Internet Group
- Rachel Watkins**
Director of Distribution, Audience Development, & Branded Content
NBSUniversal
- Razia van der Schuur**
Head: Native Advertising and Social Media
Independent Media (Pty) Ltd
- Rhian Mason**
Senior Digital Marketer
Independent
- Ricki Petrini**
Director of Brand Communication
Mediekompagniet
- Rita Orschiedt**
Head of Digital Marketing Solution
SZ Brand Studio
- Sanne Sønderskov Jensen**
Managing Director
Strossle
- Sara Narvhus Oksdøl**
CEO
Spray
- Sarah Wood**
Author, Co-Founder and CEO
Unruly
- Sarah Carey**
Senior Director, Content Studio
Hearst Digital Media
- Siri Skaalmo**
Director of Content Services
Dagens Næringsliv
- Sophie Miskiw**
Commercial Editor
The Local Europe AB
- Stephanie Losee**
Head of Content
Visa Communications
- Stephanie Himoff**
Managing Director,
Northern Europe
Outbrain
- Stevie Antonioni**
Commercial Director
Avid Global Media
- Stine Bjerre Herdel**
Creative Director
Borsen Creative
- Stine Fosmark Mathiasen**
Head of Content & Creative, Head of Native Advertising
Benjamin_Creative
- Sujata Dwibedi**
EVP & Head of Buying / Trading
Amplify /Dentsu
- Susan Borst**
VP, Mobile
IAB
- Suzanne Taylor**
Director, Head of Experiential Marketing
Xandr
- Tatjana Biallas**
Country Manager, DACH
Taboola
- Tijana Pavlovic**
Head of Digital & Native Advertising
Ringier Axel Springer d.o.o Serbia
- Tine Karlsen**
CEO and Co-Founder
VEV
- Tori Jaffer**
Senior Account Manager
Nemurin Creative Film & Video
- Wilma Petrelius**
Commercial Producer
Otvamedia