



PROUD OF

Very proud of our Netflix “Make Room” work. It represents a brand being brave enough to say something true to itself, to stand for something bigger than itself and to say something that is needed in culture. Nothing is more important than respecting and enabling equity and diversity in our work and world, and the best way to change thinking is to model it. We had the opportunity to engage an entire industry and to show them how to make room for others. To walk our talk—recruiting women, people of color and other “othered” people to help us make a film about Netflix’s stand on inclusion and diversity. Our hope is that more clients come to us to help them build long-lasting, meaningful connections with their customers and help them play a positive role in shaping society.

JEALOUS OF

I’d say it would be a tie between March for Our Lives “Generation Lockdown” and the invention of the Xbox Adaptive Controller by Microsoft, whose stories were told by McCann New York. They both moved me and brought much-needed attention to two different issues and offered up solutions. What’s not to like?

EXCITED BY

Not sure if this will end up being a trend or a real development, but I’m pretty excited that women and underrepresented minorities are being elevated and spotlighted in this industry. From seeing more and more lists of women CMOs celebrated to initiatives like Diageo’s Creative Comeback that make sure we don’t lose women for good in this industry. These are all things that are overdue and so refreshing to see happening. This year alone I was honored with “The Creative 100” by Adweek, “Women to Watch” by AdAge and “Ad Person of the Year” by the Rosey Awards. After 18 years in this industry, people are finally paying attention to what I bring to the table. Now, my hope is that brands put money behind all the talk of diversity and inclusion and hire the women and underrepresented minorities creating the change in this industry.

LOOKING FORWARD TO

Advertising is a \$4 billion industry filled with very talented people. I sure hope that in 2020 we use some of that money and creativity to not only solve some clients’ very real business problems but also push brands to play a positive role in society.