

Women
of EXCELLENCE

WOMEN OF EXCELLENCE AWARD FINALISTS



The Path to Purchase Institute's fifth annual Women of Excellence Awards this year is an expanded program with nine categories that illustrate the vital role women play across the industry. Reinventing the program's categories and criteria inspired the greatest breadth and depth of nominations ever. One winner per category will be selected by a committee consisting of industry leaders, past winners and Path to Purchase Institute leaders. Winners will be revealed at the Women of Excellence Digital Awards Ceremony on Nov. 10 as part of the Path to Purchase Digital Expo. Institute associate director of content Patrycja Malinowska will host a live Q&A with a panel of the nine winners. Highlights from the session will be published as a multimedia article on PathtoPurchaseIQ.com in December and in the January 2021 issue of *Path to Purchase IQ* magazine.

WOMEN OF THE YEAR

EXECUTIVE OF THE YEAR



Guadalupe Cano
Chief Executive Officer
Visual Latina



Kate Garner
Senior Vice President, Demand
Accelerator NA
PepsiCo



Marissa Jarratt
Senior Vice President and Chief
Marketing Officer
7-Eleven



Meredith Madden
VP, Category Development, Shopper
Marketing, Consumer Insights
Chobani



Soche Picard
Chief Executive Officer,
North America
Arc Worldwide

RISING STAR



Paige Dunn
Trade Marketing Manager
Fiji Water



Jenny Fish
Connections Manager
VMLY&R



Renee Fuller
Shopper Marketing Director
Method Products



Felicity Green
Senior Digital Media Strategist
Electrolux

2020 WOMEN OF EXCELLENCE JUDGES

Liz Aviles, Integer

Kris Abrahamson, The Mars Agency

Christine Austin, Meredith

Tammy Brumfield, Coca-Cola Co.

Mindy Feldscher, FrontLine Marketing

Tracy Frisbie, Southern Champion

Heidi Froseth, Omniconmerce Vanguard

Susan Goodyear, pep

Sally Harrington, IMS Retail

Angie Maxwell, Hallmark

Peri Mendelson, Promotion in Motion

Laura Moser, HMT Associates

Anjali Nakhoda, Vestcom

Christy O'Pella, TPN Retail

Beth Orozco, E. & J. Gallo Winery

Amy Pomplun, Menasha

WOMEN OF EXCELLENCE AWARD FINALISTS

THE INNOVATORS

INNOVATION UNDER PRESSURE



Bonnie Garrison
VP of Business Intelligence and
Systems Analytics
Catalina



Rebecca Gillespie
Senior Account Manager
VizSense



Jenna Reed
Senior Brand Manager
Voyant Beauty (Kik Personal Care)



Miao Song
Global CIO, Mars Petcare
Mars Inc.

DISRUPTOR



Sherry Courtney
Vice President of Shopper
Marketing
Molson Coors



Stacy Jackson
AVP, Shopper Marketing
Coca-Cola Co.



Kelly Kachnowski
Product Director, Marilyn
Commerce Intelligence Platform
The Mars Agency



Sinead Norenus-Raniere
VP of Influencer Marketing &
Paid Social
Valassis

THE GROWTH DRIVERS

BUSINESS BUILDER



Kirsten Barner
Director of Marketing and
Future Forward
Alliance Sales & Marketing



Risa Crandall
VP Strategy + Sales, CPG
Aki Technologies



Catie Hoover
Senior Account Executive,
Business Development
IN Connected Marketing



Lauren Wright
Customer Director, Shopper
Marketing
Mondelez International

IDEA BUILDER



Rachel Bateast
Director, Strategic Planning
The Mars Agency



Nicole Bilella
Shopper Marketing Manager -
New Transactions / Amazon
Mars/Wrigley



Brooke Bright
Director of Retail Product
Management
Label Insight

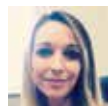


Brea Keating
Digital Transformation and Brand
Communications Lead
Solo Cup/Dart Container Corp.



Cara Pratt
Vice President of Commercial
& Product Strategy for Kroger
Precision Marketing
84.51

RELATIONSHIP BUILDER



Kandi Arrington
SVP, Client Leadership, Customer
Development
The Mars Agency



Allison Eads
Shopper Marketing Manager
pep Promotions



Amy Lanzi
EVP, Commerce Lead -
North America
*Publicis Commerce/Publicis
Groupe*



Zesha Skop
Account Director - Grocery Lead
IN Connected Marketing

THE ANNUAL ACHIEVERS

EXCELLENCE IN EXECUTION



Cassie Burzynski
Account Director
The Mars Agency



Alma Klein
Vice President, Creative Director
Arc Worldwide



Jaime Martin
Creative Activation Manager
Coca-Cola Co.



Jennifer Robinson
Senior Customer Marketing
Manager
GE Appliances

MOST VALUABLE PLAYER



Jessica Fair
Director, Omnichannel Customer
Marketing
J.M. Smucker Co.



Megan Mahan
Senior Customer Marketing
Manager
GE Appliances



Jeannette Murphy
Account Director
hmt Associates



Rebecca Troutman
Director, E-Commerce
7-Eleven