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**Международният творчески фестивал и награди Dubai Lynx обяви състава на журито. Агенция MSL Sofia ще оценява в категория PR Lynx**

**14 февруари, 2022 г.** – Международният творчески фестивал и награди за бранд комуникации за региона на Близкия Изток и Северна Африка, **Dubai Lynx**, които са част от фестивала Cannes Lions, обяви състава на журито си за 2022 г. Представителите на журито в отделните категории ще оценяват кампании в 20 различни категории. В обновената категория „PR Lynx“ ще журира и представител от България – Ива Григорова, която е управляващ директор на MSL Sofia, и която ще представлява мрежата на MSL, част от Publicis Groupe. Другата обновена категория е „Creative Effectiveness Lynx“ и нововъведената категория „Social & Influencer Lynx“, която ще отличи творческите идеи на кампаниите в социалните мрежи и стратегическите решение за инфлуенсър маркетинг.

**Съставът на журито в отделните категории на 2022 Dubai Lynx е:**

**Brand Experience & Activation**

Malcolm Poynton, Global Chief Creative Officer, Cheil Worldwide, United Kingdom (President)

Andreas Hilbig, Executive Creative Director, Jung von Matt SAGA, Germany

Candice Juniper, Head of Brand Experience, Jones Knowles Ritchie, United Kingdom

Lauren Dyer, Creative Director, Saatchi & Saatchi London, United Kingdom

Manuel Borde, Global Chief Creative Officer, VMLY&R Commerce, USA

Mariana Sá, Chief Creative Officer, W/McCann, Brazil

Mikko Pietilä, Executive Creative Director / Partner, TBWA\Helsinki, Finland

**Creative Effectiveness and Creative Strategy**

Nadja White, Global Chief Marketing Officer, VICE Media Group, USA (President)

Juan Isaza, Strategic VP DDB Latina / President DDB Mexico, DDB, USA

Larissa Pohl, CEO, Wunderman Thompson GmbH, Germany

Rebecca Hughes, Strategy Partner, Havas Media Group, United Kingdom

Rian Shah, Chief Strategy Officer, Publicis Groupe, United Kingdom

Robby Mathew, Chief Creative Officer & Vice Chairman, FCB Interface, India

Zaid Al-Zaidy, Group CEO, The Beyond Collective, United Kingdom

**Design and Industry Craft**

Marta Swannie, Senior Creative Director, Superunion, United Kingdom (President)

Florian Grimm, EMEA Managing Director Creative, DDB & Tribal Hamburg GmbH, Germany

Gesina Roters, Creative Director / Partner, DAY, Netherlands

Megan Musgrave, Associate Design Director, FCB Chicago, USA

Sally Anderson, Group Creative Director, MetaDesign, China

Sara Hildén-Bengtsson, Global Creative Director, Open Studio, Sweden

Stephen Herold, Design Principal, IBM iX, Switzerland

**Digital and Mobile**

Wesley Ter Haar, Co-Founder, Media.Monks, USA (President)

Ed Leamy, Head of Innovation, BBDO Dublin, Ireland

Elav Horwitz, SVP Global Innovation and Strategic Partnerships Director, McCann Worldgroup, USA

Jason Romeyko, Worldwide Executive Creative Director & Partner, Serviceplan International, Germany

Natalia Benincasa, LATAM Chief Creative Officer, Wunderman Thompson, Argentina

Nishant Shah, Creative Director, Publicis Groupe, Japan

Rob Farren, Creative Director, FCB Inferno, United Kingdom

**Direct and Outdoor Jury**

Chaka Sobhani, Global Chief Creative Officer, Leo Burnett, United Kingdom (President)

Ana Luna, Executive Creative Director, MediaMonks Madrid, Spain

Christian El Asmar, Creative Director, DDB, Germany

Fernando Pellizzaro, Executive Creative Director, AKQA, USA

Icaro Doria, Chief Creative Officer, North America, Hill Holiday, USA

Jessica Gunn, Copywriter, 180 Amsterdam, Netherlands

Nkanyezi Masango, Group Executive Creative Director, King James (Part of Accenture Interactive), South Africa

**Entertainment**

Asawin Phanichwatana, Deputy Chief Creative Officer, GREYnJ UNITED, Thailand (President)

Antoine Nazaret, VP APAC, Dailymotion, Singapore

Bettina Dorn, Senior Director Brand, Media and Licensing Services, Warner Music Central Europe, Germany

Helen H Pak, SVP Creative - Marketing, Design & Content, The Walt Disney Company, USA

Karolina Galácz, Creative Director, DDB Budapest, Hungary

Pancho González, LATAM Chief Creative Officer, Inbrax, Chile

Zoha Zoya, Creative Director - Head of Experience Design, R/GA, United Kingdom

**Film**

Josy Paul, Chairman and Chief Creative Officer, BBDO, India (President)

Bianca Guimaraes, Partner & Executive Creative Director, Mischief, USA

Jessica Apellaniz, LATAM Chief Creative Officer, Ogilvy, Mexico

Juan Leguizamon, Executive Creative Director, Havas, Germany

Lisa Alexandra Bayliss, Head of Copy, FoxP2, South Africa

Malgorzata Drozdowska, Creative Partner, FCB&THEMILKMAN, Poland

Milos Obradovic, Global Executive Creative Director, LePub Amsterdam, Netherlands

**Film Craft**

Khalil Bachooali, Founder & Managing Director, Offroad Films, India (President)

André Toledo, Executive Creative Director, DAVID Madrid, Spain

Daniel Ottoni, LATAM Chief Creative Officer, TracyLocke DDB, Brazil

Francesca Zazzera, Chief Creation Officer, Publicis, Italy

Jenni Smit, Head of Design, We Are Social, United Kingdom

Melissa Tifrere , Head of Integrated Production, Havas, USA

Ynske Postma, Executive Producer, Dawn, United Kingdom

**Healthcare**

Veronica Trujillo, Managing Director, TBWA Worldhealth, Mexico (President)

André Hansen, Creative Director, VP of EMEA, Vertic, Denmark

Manuel Frank, Global Creative Chair for Health, Edelman, Germany

Melissa Brunet, EMEA Executive Creative Director, McCann Health, France

Mike Pogson, Creative Director, Saatchi & Saatchi Wellness, United Kingdom

Rohini Miglani, Vice President, Brand building integrated communication AMA & GC, Procter & Gamble International Operations SA, Singapore

Tim Jones, Chief Creative Officer (Pharma), Grey New York, USA

**Media**

Anna Chitty, CEO, Starcom, China (President)

Begoña de la Sota, CEO, Mediacom, Spain

Joost Hoppe, Global Media Lead, Heineken, Netherlands

Juan Pedro Mc Cormack, LATAM CEO, dentsu, Argentina

Meghan Grant, Chief Client Officer, North America & President US, Havas Media Group, USA

Sandra Alvarez, Managing Director, PHD, Portugal

Vaishali Verma, CEO, Initiative, India

**PR**

Kat Thomas, Founder & Global Executive Creative Director, One Green Bean, United Kingdom (President)

Ciro Sarmiento, Chief Creative Officer, Weber Shandwick, USA

Iva Grigorova, CEE Managing Director, MSL, Publicis Groupe, Bulgaria

Neha Mehrotra, APAC EVP PR & Client Centricity, AvianWE, India

Rebecca Grant, CEO, BCW, United Kingdom

Saskia Wallner, CEO, Ketchum Publico, Austria

Stefan Ronge, Chief Creative Office EMEA, Edelman, United Kingdom

**Print & Publishing and Radio & Audio**

Tseliso Rangaka, Chief Creative Officer, FCB/HC Johannesburg, South Africa (President)

Alasdhair Macgregor Hastie, Executive Creative Director VP International, BETC, France

Daniela Vojta, EVP, Executive Creative Director, BBDO NY, USA

LaRonda Davis, SVP, Creative Director, Publicis NA, USA

Oskar Hellqvist, Executive Creative Director & Partner, Abby Priest, Sweden

Pipe Ruiz Pineda, LATAM Executive Creative Director, Wunderman Thompson Bogota, Colombia

Stefanie Golla, Creative Director, Accenture Interactive, Austria

**Social & Influencer Jury**

Catalin Dobre, Chief Creative Officer McCann Worldgroup Romania & Creative Director

McCann CEE, McCann, Romania (President)

Christina Miller, Head of Social, VMLY&R London, United Kingdom

Claire Davidson, Head of Creative Services, APAC, Creative Shop, Meta, Singapore

Damien Marchi, Global Senior Vice President, CSR Development, Vivendi, France

Grant Sithole, Chief Product Officer, Publicis Groupe, South Africa

Natasha Nanner, EMEA Director of Creative Strategy, Whalar, United Kingdom

Till Diestel, Chief Creative Officer, BBDO Group, Germany

Photos of the jury members are available [here](https://drive.google.com/drive/folders/1vy5b8K_dEEdUHt2mGuLs9VvZd3OFk2SI?usp=sharing)

For further information please visit the Dubai Lynx [website](https://www.dubailynx.com/awards).