

5 Gerety Awards Grand Jury members for 2025 from the African continent

The African continent has five jury members represented on the Gerety Awards Grand Jury for 2025.



The African continent has five jury members represented on the Gerety Awards Grand Jury for 2025 - two from SA, and one each from Nigeria, Kenya and the Côte D'Ivoire (Image supplied)

Andrea Quaye, marketing director at Heineken, and Vuyo Henda, chief marketing officer at Spur Corp, represent the continent from South Africa.

Nwakaego Boyo, founder, ex-producer & CEO Temple Productions, represents Nigeria, Oriane (Abouattie Canfrin, head of marketing and communications at Ecobank, represents Côte D'Ivoire and Waithera Kabin Africa Digital Hub—lead Diageo, Kenya.

The five will join respected and influential leaders from the advertising and marketing industry from around the globe on the Grand Jury.

Exceptional jury members

Named for Frances Gerety, the copywriter who in 1948 coined the slogan *A diamond is forever* the Award jury is made up of women only from different parts of the world.

“Gerety assembles an exceptional group of global judges to evaluate work from a powerful and unique perspective,” states co-founder Lucía Ongay.

“Our criteria are clear: we prioritise the originality of creative ideas and the excellence of their execution. We are eager to recognise the best campaigns out there and are already curious to find out what the jury will select.”

In 2025, the Gerety Awards will host judging sessions in 15 locations.

The judges for the executive jury will be announced in the new year. More than 45 countries will be

represented in the Gerety Awards jury in this edition.

Additionally, each executive jury session will select the Agency of the Year from their region within the entrants of the Agency of the year category.

The 2025 Gerety Awards will open for submissions and announce the full jury in January.

The Gerety 2025 Grand Jury

Anu Igoni, ECD & partner, Bob the Robot, Finland

Nwakaego Boyo, founder, ex-producer & CEO, Temple Productions, Nigeria

Paula Gaviria, founder and CEO, marketing & Innovation, Colombia

Kelly Pon, CCO, BBH, China

Hope Nardini, global ECD, Grey, US

Ute Poprawe, non-executive chairwoman, DDB, Frankfurt Germany

Andrea Quaye, marketing director, Heineken, South Africa

Karen Ovseyevitz, president, Latina America Porter Novelli, Mexico

Jin Yang, creative partner, Leo Burnett, Taiwan

Tiffany Rolf, chair & global CCO, RGA, US

Ioana Zamfir, CCO, MRM, Romania

Menaka Menon, president & managing partner, growth & strategy DDB Mudra Group, India

Kavi Rajapaksha, CMO, Sunshine Consumer Ltd, Sri Lanka

Diana Triana, CCO, Dentsu Creative, Colombia

Atiya Zaidi, CCO/CEO, BBDO, Pakistan

Marilou Aubin, partner & ECD, Ig2, Canada

Stefania Siani, CEO & COO, Serviceplan, Italy

Kristin Cohen, global head of product, DDB Worldwide, US

Anke Herbener, founder & CEO, Digital Changers, Germany

Kopal Naithani, founder/ director, Superfly Films, India

Tan Tze Kiat, CEO, BBDO Asia, China

Cecilie Oberg, senior creative, Accenture Song, Denmark

Nayla Tueni, CEO & editor-in chief, *An-Nahar* and *Annahar Arabi* at Annahar Media Group, Lebanon

Luciana Olivares, CEO & founder, Boost Brand Accelerator, Peru

Alina Mirzaeva, founder and CEO, Synthesis, Uzbekistan

Carolina Carmona, marketing manager, Falabella, Colombia

Lali Koehler, global president, Craft Worldwide, US

Simone Tam, group CEO Dentsu, Hong Kong

Jolene Dsouza, group strategy director, Special Group, New Zealand

Suzzane Zhang VP, MW advisory, APAC & head of strategy McCann Worldgroup, China

SooHee Yang, CCO, Publicis Groupe, South Korea

Gry Sætre, founder & executive producer, Tangrystan, Norway

Vuyo Henda, chief marketing officer, Spur Corp, South Africa

Jo-ann Robertson, CEO global markets, Ketchum, UK

Helena Henneveld, luxury senior brand manager Tequila| Northern Europe, Diageo, Netherlands

Klaartje Galle, CCO, VML, Belgium

Waithera Kabiru, Africa Digital Hub - lead, Diageo, Kenya

Elin Kettunen, senior creative / copywriter, N2 Creative, Finland

Suzanne Powers, founder & CEO, Powers Creativity, US

Maria Lashari, founder + creative director, 1000WORLDSDS, Sweden

Oriane (Abouattier) Canfrin, head of marketing and communications, Ecobank, Côte D'Ivoire

Yuliya Tushina, managing director, GForce Grey, Kazakhstan

Tammy Sheu, CEO, BNBALOON, Taiwan

Maja Sand-Grimnitz, member board of directors, Asetek, Denmark

Rifah Qadri, executive director marketing, easypaisa, Pakistan

Kimberly Paige, EVP, chief marketing officer, Paramount, US

Download the 2025 entry kit at [here](#).

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