2019

EDGE AWARDS

Monday, June 3, 2019
Pier Sixty, Chelsea Piers | New York City
WELCOMES YOU TO THE

2019 EDGE AWARDS

MASTER OF CEREMONIES

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THE NEW MARKETING EDGE

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ACCEPTING THE CORPORATE DISRUPTOR AWARD ON BEHALF OF FLUENT

KEREL COOPER | SVP, Global Marketing | LiveIntent | Regis University

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ACCEPTING THE EDUCATION AWARD

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PRESENTING THE 2019 RISING STARS AWARDS

CARLOS DOMINGUEZ | President & COO | Sprinklr | Academia Sagrado Corazón

INTRODUCING THE RISING STARS AWARDS

ANNEKA GUPTA | President, LiveRamp | Stanford University
KELSEY KATES | Head of Analytical Academy | Google | Northwestern University
JOHN KELLY | Senior Director | NikePlus Member Benefits | St. John’s University
MYKELA KRIEG | Vice President | TCM Creative | Shippensburg University of Pennsylvania
SHARIFAH NILES-LANE | VP Digital Marketing & Social Media | Eastern Bank |
  Newbury College
VINCENT PIETRAFESA | Networking Chair | DMCNY | SUNY at Oswego

ABOUT MARKETING EDGE

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CLOSING REMARKS

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Program Design: Sound5.nyc
Dear Friends,

Welcome to the 4th Annual EDGE Awards!

We are all here tonight to celebrate excellence. Just look around the room—you’ll see top executives from across our industry, leading academics, and rising students at the ready to launch their marketing careers. You are in great company!

The careers of each of us in this room tonight have been shaped by education, experience, and support from colleagues, professors, and mentors. As we grow in our profession, it is more important than ever that we play a part in shaping the next generation of talent and guiding them to be the leaders of tomorrow. Working closely with our academic partners to develop these future executives is at the very core of the mission of Marketing EDGE: to Educate, Develop, Grow and Employ students in the field of marketing, and is at the core of why we are all gathered here tonight.

It is no secret that the marketing industry is undergoing a dramatic evolution and like many of you, Marketing EDGE is working to adapt to rapid growth and organizational change. Last year was a transformational year for Marketing EDGE, in light of the DMA’s acquisition by the ANA. After an in-depth review and consideration of strategic alternatives, our Board of Trustees voted unanimously to forge an independent path. Now in our 53rd year, we are operating as an autonomous 501(c)(3) non-profit organization and doubling down on our vision: To Launch the Next Generation of Diverse and Inclusive Marketing Leaders.

With this new position comes an even greater recognition that your generous support has never been more valued or vital to the impact we make as we forge this new chapter.

On behalf of the Board of Trustees and Staff of Marketing EDGE, we are honored to be here at Chelsea Piers with you to honor the talent that is shaping our industry’s future and to pay tribute to the iconic individuals and corporate leaders who are demonstrating the opportunity, the inspiration, and the community we all celebrate and enjoy.

Each year for this one special evening the EDGE Awards allows us the opportunity to pause... to acknowledge the aspiration and success of tonight’s honorees – each at the forefront of marketing’s evolution.

It is our distinct pleasure to introduce to you the 2019 EDGE Awards honorees:

**FINANCIAL INNOVATOR AWARD**

**Michael Loeb**

**CORPORATE DISRUPTOR AWARD**

**LiveIntent**

**EDUCATION AWARD**

**NYU Stern School of Business**

**CORPORATE HERITAGE AWARD**

**NBCUniversal**
12th ANNUAL RISING STARS AWARDS

Anneka Gupta  
President, LiveRamp

John Kelly  
Senior Director, NikePlus Member Benefits

Sharifah Niles-Lane  
VP Digital Marketing & Social Media, Eastern Bank

Kelsey Kates  
Head of Analytical Academy, Google

Mykela Krieg  
Vice President, TCM Creative

Vincent Pietrafesa  
Networking Events Chair, Direct Marketing Club of New York

As we celebrate these honorees, we also honor and join their passion to give back to our professional community, I am reminded of a quote by the Dalai Lama:

“Just as ripples spread out when a single pebble is dropped into water, the actions of individuals can have far-reaching effects.”

Remember that your support of Marketing EDGE is having far-reaching effects in the lives of the students and our industry. Remember, by working together, we are all playing a role in shaping our industry and the success of the students who are poised to be the leaders of tomorrow.

The valuable work of Marketing EDGE is funded solely through donations from corporations and individuals like you. For this, we thank you for contributing to tonight’s event and helping to ensure that together, our legacy through the work of Marketing EDGE continues.

Finally, let’s not forget that we are here tonight to celebrate, network, and socialize with friends and colleagues... truly the best in our industry. Enjoy the evening!

With appreciation,

Drew May  
Chair, Marketing EDGE Board of Trustees  
Chief Customer Officer, Acxiom
NBCUniversal
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NBCUniversal is one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

The CORPORATE HERITAGE AWARD honors and recognizes corporations and organizations who have pioneered, inspired, and sustained excellence and leadership in the marketing industry.
The Marketing Department programs and initiatives at the Stern School of Business, New York University includes the Entertainment, Media and Technology Program, the NYU Stern CBS Media Analytics Initiative, and the newly launched Stern Fashion Lab.

Ranked as one of the top five departments in the world based on research productivity, our department boasts of over 100 publications in the last three years, about two-thirds of which are in top-tier scholarly journals.

Stern Marketing’s faculty consists of 29 full time professors, 4 affiliated faculty, and 50+ adjuncts hailing from all corners of the globe; our countries of origin include Australia, Belgium, China, India, Japan, Romania, Russia, Turkey, and more. In addition, ten of our full-time professors are female-identified and tenure-track (five are Full Professors and four are in the Quantitative Marketing area).

The wide variety of our faculty’s substantive, theoretical and methodological research interests run the gamut from traditional perception, memory, attitudes, and context effects to judgement and decision-making, econometrics, machine learning, text mining, stochastic modeling, neuroscience, empirical industrial organization economics, and social networks. Faculty engage in cross-disciplinary research using a mix of experiments and secondary data, blurring boundaries between traditional consumer behavior and quantitative marketing research.

The EDUCATION AWARD honors an institution for creating a new approach to marketing education that bridges the gap between academic theory and the practical knowledge and skills required in the workplace.
HONOREE
FINANCIAL INNOVATOR

MICHAEL LOEB
President and CEO, Loeb.nyc

Michael Loeb is a serial entrepreneur and the founder & CEO of Loeb.nyc.

After starting his career at Time Inc., Michael co-founded the Synapse Group with then partner, Jay Walker. Under Michael’s direction, Synapse grew to become the largest seller of consumer magazine subscriptions worldwide, with its patented credit card-based Continuous Service model. Michael and Jay went on to incubate Priceline.com at Synapse, leveraging a shared team of operations and capital.

When Synapse Group was sold to Time Warner for $800mm in 2006, Michael formed Loeb Enterprises with partner, Rich Vogel to ideate and develop new business concepts. The largest of those ventures was ScriptRelief, a first of its kind pharmacy discount provider that has a membership in excess of 12 million Americas which saves patients billions on their prescriptions. ScriptRelief was recently sold to United Healthcare for an undisclosed amount.

As of 2019, self-funded Loeb Enterprises, rebranded to Loeb.nyc, is building and managing a portfolio of over 20 curated companies, most of which are domiciled at Loeb headquarters in Manhattan and half of which are executions of Loeb concepts. Under Michael’s leadership, Loeb.nyc has established a new model for startups. By pairing exceptional strategic and executional talent with passionate founders, and CEOs plus capital. Loeb.nyc significantly derisks startup launches of the 20 companies, Loeb expects enough bonafide unicorns to populate a small corral.

The FINANCIAL INNOVATOR AWARD honors and recognizes an individual who brings a combination of capital markets expertise and strategic vision and oversight to significantly expand and impact businesses in the marketing industry.
LIVEINTENT
www.liveintent.com

Founded in 2009, LiveIntent helps Brands connect with people across the digital ecosystem, ensuring that the data flows back to Brands, not away from them. LiveIntent combines the best of advertising technology with the world’s most powerful and trusted marketing channel: Email. By pairing this technology with our global team of customer-centric email experts and data scientists, LiveIntent helps the Brands they partner with create new revenue streams, drive net-new sales, and increase their understanding of their audiences.

The CORPORATE DISRUPTOR AWARD pays tribute to a leading corporation that is paving a new frontier in marketing while demonstrating a corporate and industry-wide commitment to support the future of the field through education, mentorship and service.
HONOREES
RISING STARS

ANNEKA GUPTA
President
LiveRamp

Annaka is President and Head of Products and Platforms, LiveRamp and former Co-CEO. She is an early member of the LiveRamp team and also served as LiveRamp’s Chief Product Officer, overseeing product strategy and execution.

Annaka holds a Bachelor of Science degree in Mathematics and Computational Sciences from Stanford University and has completed the Executive Program at the Stanford University Graduate School of Business.

She is also a board member of the Women’s Global Leadership Initiative.

The RISING STARS AWARDS recognize young professionals age 40 and under who lead by giving back through education, fostering innovation and culture change, and mentoring while achieving a high level of corporate success.
KELSEY KATES
Head of Analytical Academy
Google

Kelsey Kates is the Head of Analytical Academy where she manages a global initiative around creating the best analytical thinkers at Google. She leads a cohort of 60+ Google faculty creating and delivering blended learning programs ranging from Problem Solving to Data Visualization, to Storytelling to Machine Learning around the world. Launching 55 live sessions last year in Chicago, Tel Aviv, Munich, Singapore and Sao Paulo.

Prior to Google, Kelsey was most recently the Group Director of Analytics at Frequency540 (now part of Leo Burnett) and a Director of Analytics at Epsilon.

Kelsey started her career in the non-profit sector and has been involved with numerous non-profits, winning grants to support continued marketing efforts. She’s sat on the board of YNPN, volunteered at an orphanage in Ghana, a fair-trade Coffee plantation in Nicaragua and most recently as an adoption counselor at a Chicago shelter.

Kelsey’s been presented with the Euro SRCG Award for excellence in the field of marketing communications and most recently accepted an Innovation and Risk Taking Award at Google for her work with Analytical Academy.

Kelsey holds a BSBA in Marketing from the University of Denver and a MS in Integrated Marketing Communications from Northwestern University.
JOHN KELLY
Senior Director
NikePlus Member Benefits

John Kelly is Global Head of NikePlus Membership Benefits Development at Nike. In this role, John leads the development and optimization of best in class benefits, services, and experiences to retain, acquire and engage Nike’s millions of NikePlus Members.

John recently moved to Nike from American Express, where he was Vice President of Product Management. At Amex, he lead product teams responsible for digitizing membership across Amex’s global Web, Email, SMS, and Push Notification platforms and experiences.

Before joining Amex, John took a non-traditional career path, working in student affairs at St. John’s University in Queens, NY, where he developed an industry-first student engagement rewards program as well as in digital communications at New York’s Metropolitan Transportation Authority.

John received his BS and MBA degrees in Marketing from St. John’s, where he was an active student leader. Outside of work, John is an active mentor to students exploring digital careers and an active participant in local community issues.

John and his husband Pedro, also an SJU Marketing double alum, recently relocated from Long Island City, NY to Portland, OR.
Mykela Krieg quickly learned A-list client development, implementing new technologies, and leading a team during several years spent working at a publishing and media distribution company, Nori Media Group, in her home state of Pennsylvania. Her experience with large-scale projects for authors and nonprofits led her to TCM Creative (member of the Moore DM Group), a video production company on the forefront of DRTV, digital, and long form for national nonprofits.

Mykela’s talent for long-term strategy and recognizing and adopting cutting edge techniques helped her become the youngest Vice President in the history of TCM Creative. While focused on streamlining day-to-day project workflow and communication with key clients such as Shriners Hospitals for Children, she was still able to play an integral part in creating room for the development and launch of the company’s Neuro-Fundraising Lab, a first of its kind in the industry.

Her passions for long-term client development, project management, and forward thinking systems have merged over her 3.5 years with TCM Creative, and she is optimistic about the wide-scale industry changes and challenges coming to the fundraising space.
SHARIFAH NILES-LANE
VP Digital Marketing & Social Media
Eastern Bank

Sharifah Niles-Lane is the Vice President of Digital Marketing and Social Media Manager at Eastern Bank, the oldest and largest mutual bank in the country. Sharifah brings 15 years of digital and content marketing experience, and a proven track record of success to the bank. In her role, Sharifah identifies and executes innovative digital strategies to market Eastern Bank’s outstanding legacy, values, and mission.

Prior to joining Eastern Bank, Sharifah has held roles leading digital marketing and social media strategy at Liberty Mutual Insurance, Houghton Mifflin Harcourt and John Hancock, where she won various industry awards for her outstanding work and demonstrated expertise. Over the years, Sharifah has been instrumental in leading strategies and campaigns for many brands and partnerships such as Showtime, Universal Music – Decca, The Oprah Winfrey Show’s “No Phone Zone” Campaign, The Boston Marathon, Curious George and most recently, Eastern Bank’s social media strategy with David Ortiz.

Sharifah graduated Magna Cum Laude from Newbury College in Brookline, MA, with a BA in Communications. She has a passion for mentorship and community service and currently serves on the board of advisors for the Greater Boston YMCA-Dorchester and the City Year Seven Generations Board.
VINCENT PIETRAFESA
Networking Events Chair
Direct Marketing Club of New York

Vincent Pietrafesa’s experience in the marketing industry spans 18 years, with roles at Direct Media, Infogroup, and Marketfish.

He was most recently at the BusinessWatch Network (BWN) as their Director of Business Development. At BWN he created and executed synergistic, customized, BtoB digital marketing and lead generation programs for the Fortune 2,000.

Vincent is a current board member for the Direct Marketing Club of New York (DMCNY.org) as the Networking Events Chair. The DMCNY is an organization dedicated to the mission of educating young marketers through education and scholarship.

By night Vincent is a stand-up comedian here in NYC and also one of the most sought after corporate MC’s in the business. He has been the MC of over 16 different events, most notably opening for NBA Legend Magic Johnson and 6,000 people in San Diego for DMA 2014, as well as the 2018 Silver Apple Awards.
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LAUNCHING THE NEXT GENERATION OF DIVERSE AND INCLUSIVE MARKETING LEADERS

For 50+ years and counting...Marketing EDGE serves the marketing field through its mission:

To *Educate, Develop, Grow, and Employ* college students in the field of marketing...expanding and enriching the pool of trained, market-ready talent.

In a fast-changing world, Marketing EDGE is the only nonprofit in this field with a proven track record of connecting students, academics and professionals to the resources and relationships they need to see, move and stay ahead. We do this by:

- **Forging** personal relationships, both inside the marketing community and across related fields
- **Expanding** access to insights and opportunities that drive career advancement
- **Evolving** to meet changing market needs.

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WHAT WE DO

WE HELP STUDENTS kickstart their marketing career, exposing them to the latest marketing insights that companies and brands use to create targeted, multi-channel campaigns through regional Student Career Forum events, the Annual Collegiate Summit, the Collegiate ECHO Challenge and scholarships.

WE HELP ACADEMICS connect to the resources and relationships they need to advance their research and teaching so they — and their students — have an edge.

WE HELP COMPANIES connect to leading talent, resources and relationships that give their businesses a competitive edge.

OUR IMPACT...BY THE NUMBERS

103,000 Students Impacted Over the Past 50+ Years

275 Colleges and Universities

31% FirstGen Students

100% Giving Back to NextGen Leaders
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IBM recognizes and honors today’s thinkers.

Congratulations to the 2019 EDGE Awards honorees and Rising Stars.
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Michael Loeb

EDUCATION
NYU Stern School of Business

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Anneka Gupta, LiveRamp
Kelsey Kates, Google
John Kelly, Nike
Mykela Krieg, TCM Creative
Sharifah Niles-Lane, Eastern Bank
Vincent Pietrafesa, Business Watch Network
High-performing. It’s who you are.

At EY, we believe in setting high standards, reaching new heights and empowering high performers. We’re pleased to congratulate the 2019 EDGE award winners. Onward!

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A winner is a dreamer who never gives up.

NELSON MANDELA

Congratulations to the 2019 EDGE Award Winners!
We applaud all of tonight’s honorees on your exceptional accomplishments!
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From your friends at Experian Marketing Services
Loeb.nyc are people-first investors. We represent a new approach to launching startups that pairs capital with the support of experts across a wide range of disciplines, from financial advisors to a complete marketing team. Together we craft a customized program to accelerate a company’s go-to-market strategy. We call it a venture collective.

Loeb.nyc gives a standing ovation to all the 2019 EDGE Award Winners.
MOORE DM GROUP

CONGRATULATES

Mykela Krieg
Vice President • TCM Creative

and all of the
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CONGRATULATIONS

to the

2019
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Acxiom applauds the 2019 MARKETING EDGE AWARD WINNERS

Best wishes to all the honorees including our friend and partner Anneka Gupta of LiveRamp.

Congratulations!

CORPORATE HERITAGE — NBCUniversal
CORPORATE DISRUPTOR — LiveIntent
FINANCIAL INNOVATOR — Michael Loeb
EDUCATION — NYU Stern School of Business

RISING STARS:
Anneka Gupta, LiveRamp
Kelsey Kates, Google
John Kelly, NikePlus Member Benefits
Mykela Krieg, TCM Creative
Sharifah Niles-Lane, Eastern Bank
Vincent Pietrafesa, Business Watch Network
CONGRATULATIONS!

Lake Group Media®, Inc. would like to congratulate all the 2019 Marketing EDGE winners *including our friend and colleague*

**Michael Loeb**
Financial Innovator

CORPORATE HERITAGE - NBCUniversal
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Anneka Gupta, LiveRamp
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Congratulations to all the 2019 EDGE Awards Winners from your friends at LiveIntent. It is an honor to be recognized alongside so many great companies.

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to all of the 2019 EDGE Award Winners

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