



## Industry Leaders From MediaScience, Mondelēz International, PepsiCo Among 2022 ARF Great Mind Awards Recipients

*Dr. Duane Varan of MediaScience, selected as Erwin Ephron Demystification Award honoree and Martin Renaud of Mondelēz International chosen as CMO Award winner*

*Great Mind Awards recipients to be celebrated on August 3*

**New York, NY (June 28, 2022)** – The Advertising Research Foundation (ARF) today announced the recipients of its 2022 ARF Great Mind Awards, which honor leaders across the advertising and marketing research industry, including Dr. Duane Varan, CEO of MediaScience, as the Erwin Ephron Demystification Award winner.

The Erwin Ephron Demystification Award pays tribute to Erwin Ephron, a pioneer and legendary influencer in media planning, with the winner having demonstrated the highest level of business acumen and communication ability.

The awards also honor a C-suite executive who has embraced research, insights, and data analytics to drive growth, brand value, and better consumer experience with the CMO Award. This year's recipient is Martin Renaud, EVP & chief marketing and sales officer of Mondelēz International.

Varan and Renaud will be featured during a virtual event, "Conversations with Great Minds," on August 3, 2022, with exclusive interviews.

Additional Great Mind Awards recipients, along with their respective categories, include:

- Future Forward
  - *PepsiCo*
    - Julianna Hessel, Dew Insights, Manager, Lead on Major Melon Insights
    - Kerry-Ellen Schwartz, Sr. Manager, Dew Insights
    - Valentina Ruiz-Jimenez, Analyst, Dew Insights
    - Kelly Jones, Sr. Director, Dew Insights
    - Carl Gerhards, Sr. Director, Design
    - Daniel May, Director, Innovation
    - Amy Saltzman, Manager, Innovation
    - Nick Hammitt, VP Marketing - Salty Snacks Portfolio at Campbell Soup Company, Formerly Sr. Director of Innovation at PepsiCo
    - Jessica Yankell, Director, Innovation, Insights & Strategy, PBNA
- Young Pro of the Year
  - Stephanie Scalice, Sr. Manager, Market Research at LinkedIn
- Journal of Advertising Research (JAR)
  - Best Reviewer



- Winner: Kirk Plangger – Senior Associate Professor of Marketing, King’s Business School, King’s College London
- Best Paper
  - Winner: “Accounting for Causality when Measuring Sales Lift from Television: Television Campaigns Are Shown to Be More Effective for Lighter Brand Users”
    - Henry Assael – Professor Emeritus of Marketing, Stern School of Business, New York University
    - Masakazu Ishihara – Associate Professor of Marketing, Stern School of Business, New York University
    - Baek Jung Kim – Assistant Professor of Marketing, Sauder School of Business, University of British Columbia
  - Finalist: “When Brands Go Dark: Examining Sales Trends when Brands Stop Broad-Reach Advertising for Long Periods”
    - Ehrenberg-Bass Institute, University of South Australia
      - Nicole Hartnett – Senior Marketing Scientist
      - Virginia Beal – Senior Marketing Scientist
      - Rachel Kennedy – Research Professor, Director and Co-Founder, Senior Marketing Scientist
      - Byron Sharp – Professor and Director
    - Adam Gelzinis – Customer Insights Business Partner, Endeavor Group

“This year’s Great Mind Awards recipients represent some of the best work driving our complex and continuously evolving industry forward,” said Scott McDonald, Ph.D., CEO and president of the ARF. “In particular, Dr. Varan has proven to be someone who embodies the spirit and wisdom of Erwin Ephron by challenging conventional thinking, promoting proactive debate and spurring creative ideas within the industry. Similarly, Martin Renaud has demonstrated exceptional commitment to embracing research through his leadership of Mondelez’s marketing function and its transformation into an insight-led, data-driven organization that puts consumer & shopper data at the heart of decision making.”

For more information on the 2022 Great Mind Awards or to attend the virtual awards ceremony on August 3, 2022 at 1pm ET, visit: <https://thearf.org/arf-events/2022-arf-great-mind-awards>.

### **About The ARF**

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit [www.thearf.org](http://www.thearf.org).