



TOM DOCTOROFF

Tom is a Senior Partner and Chief Cultural Insight Officer at the global brand and marketing consultancy Prophet and Adjunct Associate Professor of Marketing at the Chicago Booth School of Business and City University of New York's (CUNY) Baruch College. He is a renowned business and thought leader and global brand builder. He is also one of the world's foremost experts on Chinese consumer behavior and the Asian commercial landscape.

Doctoroff, a dynamic instructor, rose to become the CEO of J. Walter Thompson (JWT) Asia Pacific, one of the world's largest global marketing and communications companies. He is also one of Asia's most respected advertising professionals. His unique combination of global and pan-Asian work, plus almost two decades living in China, has made him an expert in the cross-border management of brand architecture and brand building.

Doctoroff is the author of *Billions*, *What Chinese Want* and *Twitter is Not a Strategy* as well as a frequent commentator on CNBC, NBC, Bloomberg, and National Public Radio, as well as in the *Financial Times*, *Bloomberg BusinessWeek*, *Advertising Age*, *The Wall Street Journal*, and *The New York Times*.

Doctoroff is the on the IAA's Global Vice President of Strategy. He also serves on several New York-based boards including on the International Center of Photography (ICP), the Educational Alliance, Build NYC and Baruch College's department of international marketing and business

Doctoroff is an alumni of the University of Chicago Booth School of Business. In 1989, he earned an MBA with concentrations in marketing and finance from Booth. Additionally, he holds a BA in psychology from Northwestern University.



DONALD NEKMAN

Donald is an experienced and recognized marketer with a significant background from the advertising world. Originally rising up through the organization of a leading Danish agency, Donald worked personally in most areas of advertising from research and media through planning, production and copywriting, ending as head of client service and new business. He then moved to become deputy director of FCB in Denmark. Later he established a new agency with three other partners, and in a few years this agency was on the top ten list of Danish agencies. The agency was acquired then by EURO RSCG (now Havas), and Donald continued for some years as head of the operations.

In the recent years Donald has concentrated on the area of post graduate professional education - and also runs a consultancy specialized in branding, marketing strategies, and agency selection. Donald is a member of AdForum's agency consultant summit group.

Donald is very active on the advertising scene, holding board positions at the Danish Marketing Association and later with IAA Denmark Chapter. He has spoken at numerous conferences and taken part in debates and dialogues about advertising and marketing issues.

Donald is an alum of Copenhagen Business School - and has also studied at universities in US. He holds a degree in advertising and marketing - and a degree in organizational leadership and development.

In each country the program is run together with selected local trainers combined with the international input and participation from Donald and his team.



TADEUSZ ZORAWSKI

Tadeusz is a Project Director at IAA Poland, leading media research evolution project as well as leader of SmartHuman (initiative focused on presenting smart technologies in six human-centric areas: Smart Connections, Smart Health, Smart Home, Smart Travel, Smart Work and Smart World) and CERCO (independent marketing communication agency – integrated solutions in Content, Engagement, Relevancy, Connectivity, Open-Sourcing).

Prior to that, for 12 years he was leading Polish offices of international media agencies (UM / Universal McCann / part of IPG Mediabrands) and PHD (part of Omnicom). Overall, he has 23 years of working experience at media agencies, during which he worked with broad number of international and local clients, including Gillette, General Motors, Nestle, Reckitt Benckiser, Goodyear Dunlop Group, MasterCard, Microsoft, The Coca-Cola Company, GlaxoSmithKline, Boehringer Ingelheim, Boots Healthcare, Polkomtel (Polish telco company), LOT Airlines, Showmax, Perfetti van Melle, Deutsche Bank, Polish PKO Bank, Onet (leading Polish online portal), Allegro (leading Polish e-commerce business) and many others.

He has pioneered business application of a wide range of advanced media and communications research, including neuromarketing and digital research projects (EEG, GSR, eyetracking UX, reaction times, econometric modellin). He has presented results of those projects as well as trends in marketing communication and consumer psychology in digital times on international conferences and presentations in Poland, UK, Germany, France, Spain, Greece, Turkey, Portugal, India, Russia and Latvia.

In 2014 he was awarded with Leadership Award for Contribution to Media Research. He was also a winner of prestigious Gene Kummel Scholarship at McCann-Erickson, named as one of Top 20 Curious people of the global UM Curiosity community, winner of best EMEA case of innovative media campaign and global best use of tools. Along with agency

team he had won a number of Effie awards (including Grand Prix), Media Trends Awards and was shortlisted at Eurobest European Advertising Festival in Stockholm). He was member of media jury at Polish and international awards festivals (Effie, Eurobest, Golden Hammer).

For two recent years he has also been a leader and strategic advisor for Omnichannel Programme at The Heart Warsaw, strategic consultancy business linking corporations with startups. He is an author of numerous publications in industry press and online services. He has more than 10 years of experience in leading trainings and lectures on advanced marketing, psychology of marketing communications and trends in marketing communications - at Polish office of Harvard Business Review publisher (ICAN), Questus (Polish accredited office of UK-led Chartered Institute of Marketing program), Higher School of Promotion, Media and Show-Business and School of Masters in Advertising.