



# International Advertising Association

## Board of Directors

### 2022 – 2024 Term

#### Senior Management Team

**Sasan Saeidi**  
**Chairman & World President**  
Wunderman Thompson New York  
United States

**Joel Nettey**  
**Immediate Past Chairman &  
World President, Chairman,  
Presidents' Council**  
The Ninani Group  
Ghana

**Fredrik Borestrom**  
**Senior Vice President**  
LinkedIn  
United Kingdom

**Carol Schuster**  
**General Secretary**  
**North America Chapter  
President**  
Lafayette 148 New York  
United States

**Venanzio Camarra**  
**Treasurer**  
Venanzio Camarra & Partners - Legal &  
Accounting Firm  
Italy

**Dagmara Szulce**  
**Managing Director**  
IAA Global Office  
United States

#### Vice President/Area Directors

**Pradeep Dwivedi**  
**Vice President/Area Director Asia Pacific**  
Eros STX Global Corporation  
India

**Beatrice Cox-Riesenfelder**  
**Vice President/Area Director Europe**  
GW Cosmetics  
Austria



**Douglas Palau**

**Vice President/Area Director Middle East**

Vitamin C Group  
United Arab Emirates

**Norkor A. Duah**

**Vice President/Area Director Africa**

MullenLowe Accra  
Ghana

**Alber Fernandez**

**Vice President/Area Director Latin America**

**IAA EI Salvador Chapter President**

IM+C  
EI Salvador

**Vice President Corporate Members**

**Tom Stein**

**Vice President Corporate Members  
Corporate Member Representative**

Stein IAS  
United States

**Vice Presidents**

**John Chacko**

**Vice President Education**

**IAA Malaysia Chapter President**

Universiti Teknologi MARA  
Malaysia

**Faris Abouhamad**

**Vice President Strategic Advisory**

Interone Resonance Middle East LLC  
United Arab Emirates

**Felix Tataru**

**Vice President Strategic Advisory**

GMP Group  
Romania

**Mehrnoosh Shafiei Shahrabaki**  
**Vice President Central & Western  
Asia**

Idea-list  
Iran

**Diane Slade**

**Vice President Awards**

Australia

**Tom Doctoroff**

**Vice President Strategy**

Prophet  
United States

**Bharat Avalani**

**Vice President**

**Continuous Professional  
Development**

Connecting the Dots  
Malaysia

**Walid Kanafani**

**Vice President Education**

**Franchise Middle East**

**IAA Kuwait Chapter President**

Beyond Consulting Services  
Kuwait

**Heather Leembruggen**

**Vice President Elections**

Australia



**Carla Michelotti**  
**Vice President Self-Regulation**  
Carla Michelotti LLC  
United States

**Guohua Zhang**  
**Vice President China**  
China Advertising Assn.  
China

**Ravin Lama**  
**Vice President Southern Africa**  
Mind Initiatives  
Nepal

**Jeffrey Greenbaum**  
**Vice President Gov't Affairs**  
GALA  
United States

**David Haigh**  
**Vice President Market & Brand Intelligence**  
Brand Finance Institute  
United Kingdom

**Mike Coppen-Gardner**  
**Vice President Reputation Management/PR**  
SPQR Communications  
United Kingdom

**Iulia Niculae-Cuciurean**  
**Vice President Young Professionals**  
Romanian Football Federation  
Romania

**Kyra Roest**  
**Vice President Creative Events & Collaborations**  
AdBusiness  
Netherlands

**Pawel Kowalewski**  
**Vice President Creative Advisory**  
Communications Unlimited  
Poland

**Srinivasan Swamy**  
**Vice President Strategic Advisory**  
SK Swamy Hansa Group  
India

**Daniel Goldberg**  
**Vice President At Large**  
Frankfurt Kurnit Klein & Selz  
United States

**Janak Sarda**  
**Vice President Digital Innovation**  
Deshdoot Media Group  
India

**Sheba Nandkeolyar**  
**Vice President Diversity Equity & Inclusion**  
**IAA Australia Chapter President**  
MultiConnexions Group  
Australia

**Herve de Clerck**  
**Vice President Sustainability**  
AdForum  
United States

**Silvana Imperiali**  
**Vice President Corporate Member Development Europe**  
DACH  
Switzerland

## **Chapter Representatives (Chapter presidents & officers)**

*(Note: if Chapter representative has an additional board role, they are listed in that part of the list)*

**Sebastian Bayer**  
**IAA Austria Chapter President**  
VMLY&R Vienna GmbH  
Austria

**Khamis Al Muqla**  
**IAA Bahrain Chapter President**  
Gulf Marcom  
Bahrain

**Kim Mu**  
**IAA China Chapter Officer**  
IAA China Chapter  
China



**Eleonore Ogrinz**  
**IAA Austria Chapter Officer**  
Austria

**Shariful Islam**  
**IAA Bangladesh Chapter President**  
Brand Forum  
Bangladesh

**Ilona Pocsik**  
**IAA Hungary Chapter President**  
MediaSmart Hungary  
Hungary

**Fiona Ko**  
**IAA CHKM Chapter President**  
Poly Group  
Hong Kong

**Soon Dong Lee**  
**IAA Korea Chapter President**  
Hoseo University Foundation  
Korea

**Steve Babaeko**  
**IAA Nigeria Chapter President**  
X3M Ideas  
Nigeria

**Sarmad Ali**  
**IAA Pakistan Chapter President**  
Jang Media Group  
Pakistan

**Andjelko Trpkovic**  
**IAA Serbia Chapter President**  
Publicis Groupe  
Serbia

**Pascal Cübb**  
**IAA French Chapter President**  
Sunglasses  
France

**Avinash Pandey**  
**IAA India Chapter President**  
ABP Network  
India

**Mohammad Maajed**  
**IAA Iran Chapter Representative**  
Idea-list Group  
Iran

**Joe Ayache**  
**IAA Lebanon Chapter President**  
A&A PN  
Lebanon

**Agnieszka Sora**  
**IAA Poland Chapter President**  
GfK Polonia  
Poland

**Olga Martinez**  
**IAA Spanish Chapter President**  
About Intl Media  
Spain

**Mansa Amoa-Awuah**  
**IAA Ghana Chapter President**  
Saki Publicity Ltd.  
Ghana

**Marco De Angeli**  
**IAA Italy Chapter Vice President**  
ABC Production  
Italy

**Ranjit Acharya**  
**IAA Nepal Chapter President**  
Prisma Advertising  
Nepal

**Valer Hancas**  
**IAA Romania Chapter President**  
Kaufland Romania  
Romania

**Tharaka Ranwala**  
**IAA Sri Lanka Chapter President**  
Sampath Bank Ltd.  
Sri Lanka

**Andreas Widmer**  
**IAA Swiss Chapter President**  
Westhive Coworking  
Ecosystem  
Switzerland



**Elle Huang**  
**IAA Taipei Chapter President**  
INTELLE Martech Consulting Co.  
Ltd.  
Taipei

**Hani Ghorayeb**  
**IAA UAE Chapter President**  
United Arab Emirates

**Kirsty Giordani**  
**IAA UK Chapter Executive Director**  
IAA UK Chapter  
United Kingdom

## Corporate Members

**Matt Cross**  
Dentsu International  
United Kingdom

**Junji Narita**  
Hakuhodo Inc.  
Japan

**Bradley Hunter**  
TikTok  
United States

**Josefina Rodriguez**  
Google  
United States

**Christy Cooper**  
Facebook  
United States

**Rebecca Rosenblat**  
TikTok  
United States

**Ana Veljkovic**  
JTI  
Switzerland

**Scott Reed**  
Facebook  
United States

**Ameneh Atai**  
Nielsen  
United States

**Anthony Hemsley**  
JTI  
Switzerland

**Kate Cronin**  
Moderna  
United States

**Toni Petra**  
Nielsen  
Switzerland

**James Hunt**  
CNN International Commercial  
United Kingdom

**Guthrie Collin**  
Amazon Advertising LLC  
United States

**Tamir Bar-Haim**  
Amazon Advertising LLC  
United States

**Rob Bradley**  
CNN International Commercial  
United Kingdom

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