

The Marketing Society Annual Dinner has always been about reflecting on the year that's gone and celebrating our industry's achievements. Announcing our new Fellows is the pinnacle of that celebration.

The Marketing Society Fellowship is our highest and most prestigious accolade awarded to outstanding marketing leaders who have achieved significant success in the markets they've worked in and made an active contribution to The Marketing Society and our industry more broadly.

We're thrilled to celebrate the exceptional accomplishments of our 2024 Fellows of The Marketing Society so read on to find out more about their impressive work and achievements and be inspired by their remarkable journeys.

They join a very special group of those leading the conversation in marketing; who have done brilliantly in their careers but more than that, they are people who care about shaping the marketing industry positively and indeed making a difference in the world.

## Mohammed Ismaeel Hameedaldin (UAE)

Mohammed is an accomplished marketing leader with extensive experience across Central Europe, Middle East and Africa.

He has over 30 years of experience, initially starting his career in finance before transitioning to marketing. His marketing career spans 25 years, during which he held senior positions at companies like P&G, HSBC, and Visa, where he served as the Senior Vice President of Marketing for Central and Eastern Europe, Middle East, and Africa (CEMEA). He is now a partner at TOUGH LOVE Advisors, a consultancy firm that focuses on providing direct, practical business advice to companies facing marketing, operational and organizational challenges.



Mohammed Ismaeel Hameedaldin

Mohammed has been Chair of The Marketing Society in Dubai for the past 3 years, further cementing his influence and leadership in the region's marketing community. He was a key speaker at our Conference in London last year, has hosted many events in Dubai and plays a huge part in our UAE Awards as well as championing our gender equality program 'Think Equal'.



**Scott Morrison**

## Scott Morrison (England)

Scott is Founder of the Boom! - a consultancy that powers newly appointed executives to create disproportionate impact and value at pace.

He is an award-winning business leader with a background in advertising and marketing. He led turnarounds, rapid growth teams and global excellence hubs all in some of the world's most creative, challenging and demanding cultures. Starting at Saatchi and Saatchi, he then ran the Nike business at Wieden and Kennedy before holding Marketing and Commercial Director roles at Levi's, Activision and Diesel. His innovative approach to business is based on simplicity. As such, the Boom!'s operating system of Unblock, Unlock, Unleash has powered clients such as ITV, Red Bull, Sky, Lloyds, Centrica and Group M to create positive disruption within their organisations and markets resulting in disproportionate impact at all levels. He co-authored the Amazon Best Selling book 'Creative Superpowers' which sought to identify 4 key skills that leaders can focus on to drive creativity and Business Unusual thinking across their organisations.

His opinions are often sought and he's featured on or in the BBC, FT, Sunday Times, Campaign, Marketing Week and Retail Week. He's appeared on several key marketing podcasts including The Uncensored CMO, The Whole Marketer, Squiggly Careers, Call to Action and Ctrl Alt Delete. He is also an in-demand keynote speaker around the world.

Scott is hugely active in businesses that power up marketing and creativity whilst supporting the next generation of talent from all backgrounds to thrive. He is a trustee of the Marketing Academy Foundation, a NED and strategic lead at the British Fashion Council and a mentor for both the School of Communication Arts and the Marketing Academy. He has been recognised 3 times as one of the UK's most influential Black Men, was a signed music producer for Defected Records and co-founded a creative feedback at pace platform called Loops.

He is committed to his fellowship of the Marketing Society and has supported us frequently at our Changemakers and Ones to Watch events as well as our Insiders programme.



Julie Doleman

### Julie Doleman (England)

Julie is a dynamic, high-growth business leader and FTSE 100 Managing Director, most recently at Entain, a global sports betting and gaming entertainment company. During her tenure at Entain, Julie played a pivotal role in advancing its player-focused digital strategy, where she spearheaded innovative marketing campaigns and introduced new digital products to enhance customer engagement.

Before Entain, Julie had an extensive career at Experian, where she held various senior, direct-to-consumer leadership roles across the globe including the U.S., U.K., Brazil and India. She was instrumental in driving business and market growth and innovation, showcasing her ability to manage large teams and complex projects across different regions. Julie's expertise lies in creating transformative strategies that blend cutting-edge technology with customer-centric marketing, making her a key figure in the digital transformation space.

Julie is a popular and well-respected Member of The Society, inspiring many with her business intelligence and her articulate leadership perspectives. She has been a consistent, vocal supporter of The Marketing Society (featured in our 'Membership which Speaks for Itself' film). Julie has also provided strategic insight and support for the exec team in looking at plans including our International Strategy, has been an Awards judge and has supported the whole The Marketing Society team with strategic perspectives and insights as well as being 'the voice of the Member' in their planning and team sessions.



**Emma Harris**

## Emma Harris (England)

Emma is Founder and Chief of Glow, a brand and culture-led change business. Before establishing Glow, Emma had a transformative career at Eurostar, where she led Marketing and Sales for a decade. During her tenure, she played a pivotal role in the company's growth and successfully navigated it through significant challenges, including the launch of St Pancras and various crises.

She is a highly influential and inspirational leader to the industry, both through her business and marketing perspectives and through her personal campaigning work where she advocates for mental well-being and preventing burnout in high-pressure work environments via her 'Slow the F\*\*k Down' movement.

Emma is deeply committed to mentoring and supporting future talent. She is a Trustee of The Marketing Academy Foundation, helping young people from diverse backgrounds enter the industry. Emma's contributions to the industry have been widely recognized. She was named Mentor of the Year at Campaign's Female Frontier Awards in 2022 and included in Campaign's "40 Over 40" list in 2023, highlighting her as a leading figure in marketing and an inspirational leader.

She has been a longtime supporter and Member of The Society, consistently advocating for the community, and has been a speaker and host at key events including on the OnesToWatch programme and our Global Changemaker's Conference. She has also provided additional perspectives on team change leadership and done some invaluable work helping lead and facilitate 'vision days' to support The Marketing Society team.



Rebecca Dibb-Simkin

## Rebecca Dibb-Simkin (England)

Rebecca is a smart, strategic and passionate marketer and a prominent figure in the energy sector, particularly known for her role as Global Chief Product and Marketing Officer at Octopus Energy. Under her leadership, Octopus Energy has become one of the most recognized brands in the renewable energy space, known for its customer-centric approach and innovative solutions like time-of-use tariffs and smart energy products that align with Octopus Energy's mission to provide clean, affordable energy to consumers. Rebecca's work at Octopus continues to influence the broader energy market, particularly in terms of how renewable energy is marketed and consumed by the public.

Before joining Octopus Energy, Rebecca gained significant experience in the energy and technology sectors. She has a background in data-driven marketing and has worked in various roles that emphasize innovation and customer-centric strategies. Her experience spans across digital transformation, brand building, and growth strategies.

Rebecca is also known for her contributions to discussions on renewable energy and technology in public forums. She often represents Octopus Energy in the media and at industry events, discussing topics like sustainable energy, technology's role in transforming the energy sector, and the importance of customer-focused innovation. Rebecca has spoken at various The Marketing Society events (including being part of a CMO and CEO conversation) and was a brilliant judge at our Awards. She's also a key part of leadership dinners and a stalwart supporter of the Society, sharing ideas for how the Society can evolve.



Sabah Naqushbandi

### Sabah Naqushbandi (England)

Sabah is an accomplished marketing leader, with significant experience in the fashion and luxury retail industry. She is best known for her role as the Global Marketing Director for MR PORTER, a leading online men's fashion platform. In this position, she has been instrumental in transforming MR PORTER from a startup into a globally recognized luxury brand. Her work has focused on innovative marketing strategies, global brand management, and fostering customer loyalty, helping MR PORTER maintain its edge in a highly competitive market.

Sabah's marketing philosophy emphasizes the importance of strong purpose, values, trust and culture which she considers crucial for long-term brand success. She is passionate about building marketing teams that push boundaries, to deliver results that leave a lasting, positive legacy.

She has spearheaded various initiatives, from launching new categories like fine jewellery for men to developing in-house brands such as MR P., which have been instrumental to MR PORTER's growth. Additionally, she is a strong advocate for using marketing as a force for good, developing initiatives like MR PORTER's "Craftsmanship Code" and "Health in Mind" to champion responsible style and male health and wellness globally.

Before her time at MR PORTER, Sabah held senior marketing roles at companies like EMI Music, Procter & Gamble, and UNICEF, where she honed her skills in brand development and strategic marketing.

Currently, she is Managing Director of the Outnet on a mission to spread joy through a curated world of luxury discounted fashion. She also serves as an important member of The Marketing Society's Global Fiduciary Board, adding immense value and strategic thinking as well as supporting as an Awards Judge and Mentor and is a Fellow of the Marketing Academy.





Paul Coxhill

## Paul Coxhill (England)

Paul's business leadership roles in WARC and LIONS - now part of Informa - have demonstrated consistently strategic, smart, commercial insight - a great example of a marketer in the C-suite.

Paul has had a significant impact on these organizations and his leadership has been crucial in navigating periods of change. At WARC, he set their mission to 'save the world from ineffective marketing' and has been instrumental in driving the conversation around marketing effectiveness by making the business more relevant to marketers as well as agencies and growing its global influence. He achieved this through hiring and retaining key talent, product innovation, new content formats, partnerships (including with the Marketing Society) and key initiatives like the WARC Awards for Effectiveness and the Creative Impact content stream at Cannes Lions. These initiatives aim to provide global benchmarks for marketing effectiveness, helping brands maximize their impact through creative strategies.

In his wider role in LIONS, he's now helping to lead the charge in demonstrating the importance of creative marketing with impact by bringing together the assets, intelligence and insight from world leading platforms of Cannes Lions, WARC, Contagious and (soon) Effie.

Paul's role at these organizations highlights his deep expertise in creative marketing and business strategy, making him a key figure in shaping the future of these influential brands.

He's also well known for championing marketing as a driver of business change as well as consistently supporting industry initiatives. He's a hugely valued advocate of The Marketing Society, supporting through partnership across the world, as an event speaker and as an Awards Judge, as well as sharing thought leadership and perspectives.



**Kate Mackie**

## Kate Mackie (England)

Kate is a Partner at EY and the Global Marketing lead. She is a passionate and inspirational change leader who has done brilliant work in championing and driving awareness of great B2B marketing leadership and marketing's role in driving revenue.

Her extensive experience lies in Marketing Transformation for global marketing functions in major organisations as well as innovation in marketing technology, having pioneered the development and integration of a B2B Customer Data Platform in her current role, which has revolutionised client engagement.

Kate is well known for leading high-performing marketing teams and is passionate about establishing a culture of inclusivity and open communication. Kate actively contributes to the development of diverse talent through mentorship programs, lecturing, and involvement in initiatives that promote responsible, inclusive, and sustainable marketing practices.

Kate achieved recognition as a 2023 Global Trendsetter and Trailblazer, showcasing innovative leadership in the marketing industry. Kate has been a great supporter of The Marketing Society including as a Judge of the Awards and speaker at events and is a popular and strategic business leader.





**Jane Stiller**

## Jane Stiller (England)

Jane has recently been promoted into the Chief Viewer Officer role at ITV where she oversees all aspects of the company's marketing, including strategy, creative direction, media, and publicity. She joined ITV in 2019 as Director of Media and quickly advanced.

Before her tenure at ITV, Jane had an extensive career in marketing and digital roles across major consumer brands such as Marks and Spencer, Innocent Drinks, and Mars Chocolate.

Under her leadership, ITV's marketing strategy has seen significant transformation, particularly with the launch of ITVX, where she emphasized broadening the skillset within the marketing team to focus more on strategic initiatives rather than just execution. Jane advocates for "diversity of thought" in marketing, believing that a well-rounded and versatile team is crucial for driving impactful change within the business.

Jane's leadership is characterized by her focus on accountability and demonstrating the tangible value that marketing brings to a company's bottom line. This has been particularly evident in how she has navigated the challenges of the evolving media landscape at ITV, ensuring that the marketing function is integral to both the internal and external operations of the company.

Jane has been an active part of The Marketing Society, joining leadership conversations and judging our Awards. Her role at ITV has been a great example of positive change leadership and demonstrates the value of marketing in the business, inspiring others.



**Jessica Myers**

### Jessica Myers (England)

Jess is a dynamic and commercial marketing leader currently serving as the Chief Customer Officer (CCO) at The Very Group, a major UK-based online retailer. She joined Very in October 2023, bringing with her extensive experience from previous roles at companies like Metro Bank, NatWest Group, and the Commonwealth Bank of Australia.

At Very, Jess has been instrumental in launching innovation such as the repositioning of Very with the “Let’s make it sparkle” platform, introducing their flamingo fluent device, which became a significant success during the 2023 holiday season and has compounded throughout the year. This campaign not only boosted brand awareness but also led to a notable increase in sales, highlighting her ability to align creative strategies with commercial objectives. Jess also launched the Very Media Group, combining award-winning creative with rich data and insights to create a unique and leading retail media offering.

Jess is known for her focus on using creativity to drive business growth and her commitment to fostering diverse and inclusive teams. Throughout her career, she has emphasized the importance of marketing as a growth driver rather than a cost centre, advocating for close collaboration between marketing and finance teams. Her leadership style is marked by a strong emphasis on mentorship and talent development, particularly in nurturing future marketing leaders.

Jess is committed to supporting The Marketing Society through being part of events, contributing insight and perspectives, speaking at partner panels and Awards Judging.



Sally Edwards

## Sally Edwards (UAE)

Sally is a key figure in Dubai's tourism and events sector, serving as a Senior Advisor for Events and Festivals at Dubai's Department of Economy and Tourism. In her role, she oversees major initiatives such as the Dubai Calendar, Dubai Food Festival, and the Dubai Fitness Challenge, all of which are critical to promoting Dubai's vibrant events scene. Her work focuses on attracting and marketing world-class leisure events in Dubai, enhancing the city's reputation as a global destination for tourists.

Before joining Dubai Tourism, Sally was involved in various senior roles, including being a founding member of Events NSW, where she served as the General Manager for Operations and Communications. Her extensive experience in events and marketing has made her an influential figure in shaping Dubai's event landscape. Her work continues to be instrumental in making Dubai a top global destination for festivals and events, with initiatives that engage both the local community and international visitors.

Last year, she concluded her tenure as a board member of The Marketing Society UAE after 5 years of great contribution to the growth and development of the marketing community in the region, securing speakers and supporting on various initiatives.



**Matthias Blume**

### Matthias Blume (Singapore)

A well-regarded and respected marketing leader, Matthias Blume comes with over 25 years of marketing experience across Europe, North America, Southeast Asia and the South Pacific. Currently the VP of Marketing for Coca-Cola ASEAN & South Pacific, he has spent nearly 25 years at Coca-Cola, following a tenure at Danone.

Matthias has been instrumental in driving growth for the company and its brands, as well as sustainability initiatives and innovative marketing strategies across the region. He is known for focusing on consumer-centric approaches, blending cultural trends with modern marketing techniques like AI and live-streaming to enhance brand engagement.

Matthias joined The Marketing Society Board in early 2021 and has shown absolute commitment to the values of The Marketing Society. He has thrived as a board member, leading key initiatives and elevating the Society's presence.



Syl Saller

### Honorary Fellow - Syl Saller (England)

This very special award is this year being given to a highly-deserving recipient.

Few people in the room tonight will be unaware of Syl Saller, CBE and of the incredible impact she's had on the industry. Syl is the winner of countless awards and accolades for her work and leadership. In 2013 she was appointed Chief Marketing and Innovation Officer at Diageo in 2013, and in 2016 she became the President of The Marketing Society.

In 2020 Syl was made a CBE, a Commander of the Order of the British Empire, the award given to people who have made a distinguished and innovative contribution to their field.

Through her work at Diageo she has left a legacy of impact on others as well as on the brands. Her focus since then has continued to be on leadership development, as a coach and with her work co-founding the Marketing Leadership Masterclass, provided stellar support for Sophie and The Marketing Society team, mentored Members and hosted dinners and events with great style and thoughtfulness. Syl has also been a fantastic Chair of Judges for The Marketing Society Awards – and will continue in this role for 2025, when we will be celebrating 40 Years of The Awards.

She is the longest-serving President of The Marketing Society, and although this year, after 8 impactful years she is passing the baton to our new President, Dame Carolyn McCall, DBE, Syl will continue to play an active role in supporting The Marketing Society across the globe.

Our great gratitude and thanks go to Syl Saller, CBE, Honorary Fellow of The Marketing Society.