



# 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**

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 El Salvador Chapter President**

Normmal  
El Salvador

**Tom Stein**

**Vice President/Area Director USA/Canada**

**Corporate Member Representative**

Stein IAS  
United States

## **Vice President Corporate Members**

**Tom Stein**

**Vice President Corporate Members**

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

**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

**Tanya Petrovic**

**IAA Serbia Chapter President**

The Coca Cola

Company (Europe)

Serbia

**Pascal Cübb**

**IAA French Chapter President**

Sunglasses

France

**Mohammad Maajed**

**IAA Iran Chapter Representative**

Idea-list Group

Iran

**Avinash Pandey**

**IAA India Chapter President**

ABP Network

India

**Altanbagana Shiituu**

**IAA Mongolia Chapter President**

Terra Express LLC

Mongolia

**Naji Boulos**

**IAA Lebanon Chapter President**

JICEBE

Lebanon

**Agnieszka Sora**

**IAA Poland Chapter President**

GfK Polonia

Poland

**Olga Martinez**

**IAA Spanish Chapter President**

About Intl Media

Spain

**Andrew Michael Ackah**

**IAA Ghana Chapter President**

Dentsu Aegis Network Ghana

Ghana

**Marco De Angeli**

**IAA Italy Chapter Vice President**

ABC Production

Italy

**Rebecca Choi**

**IAA Macau Chapter President**

Conde Group

Macau

**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

**Matthias Kiess**

**IAA Swiss Chapter President**

TBWA

Switzerland



**Simon Whitehead**  
**IAA South Africa Chapter President**  
Teads  
South Africa

**Gary Chi**  
**IAA Taipei Chapter President**  
Dentsu Creative & Isobar, Taiwan  
Taipei

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

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

## Corporate Members

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

**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

**Jeff Buchan**  
Google  
United States

**Scott Reed**  
Facebook  
United States

**Ameneh Atai**  
Nielsen  
United States

**Ana Veljkovic**  
JTI  
Switzerland

**Kate Cronin**  
Moderna  
United States

**Toni Petra**  
Nielsen  
Switzerland

**Anthony Hemsley**  
JTI  
Switzerland

**Ludovic de Valon**  
Amazon Advertising LLC  
United States

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

**Patrick Smith**  
Cvent  
United States

**Caroline De Tauriac**  
Euronews SA  
France

**Bob Liodice**  
ANA (Assn of Natl Advertisers)  
United States

**Paul Coxhill**  
WARC  
United Kingdom

**Sylvain Roger**  
Euronews SA  
France

**Stephane Coruble**  
RTL AdAlliance  
Italy

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