



International Advertising Association Board of Directors 2022 – 2025 Term

Senior Management Team

Sasan Saeidi
Chairman & World President
WPP
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 Media World Plc
India

Beatrice Cox-Riesenfelder
Vice President/Area Director Europe
Austria

**Douglas Palau****Vice President/Area Director Middle East**

Vitamin C Group
United Arab Emirates

Alber Fernandez**Vice President/Area Director Latin America****IAA El Salvador Chapter President**

Normmal
El Salvador

Norkor A. Duah**Vice President/Area Director Africa**

MullenLowe Accra
Ghana

Tom Stein**Vice President/Area Director USA/Canada****Corporate Member Representative**

Stein.
United States

Vice President Corporate Members**Tom Stein****Vice President Corporate Members**

Stein.
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**

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

Stephanie Manning
Vice President Membership Experience & Chapter Relations
 Ikigai Communications
 Netherlands

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
 House of Communications
 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

Media-Sense

Austria

Shariful Islam

IAA Bangladesh Chapter President

Brand Forum

Bangladesh

Alessandra Rossi

IAA Benelux Chapter President

Nielsen

Netherlands

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

Najla Al-Essa

IAA Kuwait Chapter President

Gulf Bank

Kuwait

Steve Babaeko

IAA Nigeria Chapter President

X3M Ideas

Nigeria

Pascal Cübb

IAA French Chapter President

Sunglasses

France

Mohammad Maajed

IAA Iran Chapter Representative

Idea-list Group

Iran

Abhishek Karnani

IAA India Chapter President

Free Press Journal

India

Enkhbayasgalan Tungalag

IAA Mongolia Chapter President

KMG Holdings

Mongolia

Naji Boulos

IAA Lebanon Chapter President

JICEBE

Lebanon

Agnieszka Sora

IAA Poland Chapter President

Poland

Ahmed Al Sahhaf

IAA Saudi Arabia Chapter President

MBC Media Solutions

Saudi Arabia

Andrew Michael Ackah

IAA Ghana Chapter President

Dentsu Aegis Network Ghana

Ghana

Marianna Ghirlanda

IAA Italy Chapter President

DLVBDO

Italy

Rebecca Choi

IAA Macau Chapter President

Conde Group

Macau

Ranjit Acharya

IAA Nepal Chapter President

Prisma Advertising

Nepal

Laura Mihaila

IAA Romania Chapter President

Raffaisen Bank Romania

Romania

Tharaka Ranwala

IAA Sri Lanka Chapter President

Sampath Bank Ltd.

Sri Lanka

Wendy Walker

IAA Singapore Chapter President

Salesforce

Singapore

Sarmad Ali
IAA Pakistan Chapter President
 Jang Media Group
 Pakistan

Tanya Petrovic
IAA Serbia Chapter President
 Serbia

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

Olga Martinez
IAA Spain Chapter President
 About Intl Media
 Spain

Simon Whitehead
IAA South Africa Chapter President
 Teads
 South Africa

Nassib Boueri
IAA UAE Chapter President
VML MENA
 United Arab Emirates

Matthias Kiess
IAA Swiss Chapter President
 TBWA Switzerland

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)

Erika Hagberg
 Google
 United States

Jeff Buchan
 Google
 United States

Jaime Vaughan
 Cvent
 United States

Paul Coxhill
 WARC
 United Kingdom

Allen Collingwood
 Aramco
 Saudi Arabia

Sbusiso Kumalo
 African Bank
 South Africa

Khensani Nobanda
 Nedbank
 South Africa

Sylvain Roger
 Euronews SA
 France

Stephane Coruble
 RTL AdAlliance
 Italy

Hernan Estrada
 Latcom
 United States

Valentin Bueno
 Latcom
 United States

Kristin Gower
 WPP
 United States

Jann Martin Schwarz
 LinkedIn
 United States

Mimi Turner
 LinkedIn
 United States

Ameneh Atai
 Nielsen
 United States

Toni Petra
 Nielsen
 Switzerland

Fabiana R. S. Schaeffer
 Netza & Co.
 Brazil

Otavio Toledo
 Netza & Co.
 Brazil