



Munroe Bergdorf

MODEL AND ACTIVIST

Though Bergdorf's big break came in 2017 when she was hired as the first transgender model in the U.K. for L'Oréal Paris, her tumultuous relationship with the international beauty brand was just beginning. Her contract was terminated shortly after the company's woeful misunderstanding of her public statements against white supremacy. During the summer of 2020, Bergdorf called out L'Oréal on social media, citing a superficial and performative response to civil unrest and recalling her painful experience with the brand years prior. The exchange turned meaningful and led to her being rehired to serve on a diversity and inclusion advisory board. Her constant activism, unwavering in the face of success and recognition, serves as a challenge and reminder of the need for long-standing institutions to evolve. She has carved space for herself as a model-activist, working with campaigns and in advocacy roles that align with her values and fighting for visibility as a trans woman and industry vanguard. In a September 2020 interview with Teen Vogue, Bergdorf says of her memoir, due out in 2022, "I want young Black trans women to hold this book. ... I went through all of that shit and came out on the other side, still able to generate self-love and compassion and understanding for other people." —Will Russo

Lucas Crigler

ASSOCIATE CREATIVE
DIRECTOR, MCCANN

Marketing veteran Crigler launched the "True Name" initiative with Mastercard in 2020, drawing from personal experience with public outing and misgendering. "True Name" gives transgender and nonbinary people the opportunity to replace their legal names with the names with which they identify on credit and debit cards. Small moments many of us take for granted—making simple, daily purchases—can be unnecessarily stressful or burdensome for trans and nonbinary people, who might experience embarrassment, discomfort or outright prejudice as a result of simply swiping their credit card. But Crigler saw a way to reimagine and transform these experiences into moments of gender affirmation. "We as marketers have the ability to change people's perceptions—that's what we do," he says. As associate creative director at McCann, Crigler's campaign centered on moving testimonials from trans people and demonstrated the cultural relevance and urgency surrounding the issue. It helped position Mastercard as an innovator, driving the initiative even before banks signed on and challenging the banking industry as a whole to follow suit and work toward inclusivity and acceptance. "True Name" has been lauded since its announcement in 2019, and its marketing has won several industry awards over the past year. "I'm only one person," Crigler says. "I try to uplift the rest of the community as best as I can, with the caveat that our trans experiences are vast and diverse." —*W.R.*

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Arjan Dijk

CMO, BOOKING.COM

2020 won't be remembered for trips and vacations, but that didn't keep Dijk from rethinking the future of travel as we know it. Dijk spearheaded creative campaigns to spread hopeful messages with sensitivity to the challenges and realities of the pandemic. "The World Is Waiting for Us" encouraged people to view empty spaces, canceled plans and isolation in a more positive and historic light. He also found ways to foster the joys of traveling in small-scale ways, combating the general anxieties and stir-craziness of the year. "America Is for Everyone" spotlighted diverse domestic destinations, pockets of international cultures in local communities across the U.S. Launched just a week before the election, its timing seemed crucial. As conditions continued to shift nationwide, Booking.com's marketing met each moment effortlessly with new approaches as thoughtful and in touch as our reintroduction to the world has needed to be. His commitment to safe spaces, role modeling and allyship within his team carries over into original travel campaigns that promote diversity and acceptance. The beginning of 2021 saw the company partnering with Eurovision, helping create individual experiences around the event based on comfort level. "In a time of separation, closed borders and restrictions," Dijk says of the campaign, "this year's theme of Open Up is more timely than ever and in perfect harmony with our own values and optimistic outlook as a brand for everyone." —W.R.



TALENT POOL

JOSH GLODOVEZA

THE GEN ZER'S JOURNEY FROM XP TO VP AT FANJOY, THE ECOMMERCE HUB OF ONLINE CELEBRITIES—AND NOW, STUDENT ATHLETES.
BY WILL RUSSO

In July 2021, Josh Glodoveza—also known by his nickname Caru—was named a top talent manager by Business Insider. By November, he was brought on by ecommerce merchandiser Fanjoy as its new vice president of talent. It was a year of rapid growth and success, perhaps standard for a mid-career professional—except Glodoveza is only 18 years old.

Hailing from the Philippines capital city of Manila, Glodoveza got his start in esports as a self-taught graphic designer, transforming a devoted following and passion for gaming into a hybrid marketing role with esports organization Sentinels in 2019, assisting with stream coordination, community moderating and talent management.

Bugha—one such player Glodoveza represented—won the first annual Fortnite World Cup. Following the event, “it kind of sparked something in me,” he recalled. “I was like, ‘Holy shit, I want to do this for a living. ... I could help someone to be in the spotlight.’”

He spent the following two years with South Korean gaming team Gen.G and metaverse marketing agency Ader Gaming, learning the ropes of the industry while moving toward an eventual stint of independent repping. By that time, he said, “the people I represented knew that I had their back, and I knew what I was doing.” Then came the gig at Fanjoy, where he helps clients understand the ins and outs of the creator economy and develop their unique brands.

When choosing talent, Glodoveza looks for personality, that spark in a creator that makes people want to rally behind them. “If they have that thing that matches with my



VICE PRESIDENT
OF TALENT, FANJOY

BIG MISTAKE

Glodoveza learned early on that you sometimes prolong the inevitable by working with talent whose ideals don't align with yours. “Learn to just let go,” he said. “Sometimes, you're not the right person to bring that vision to life. And it's OK.”

HOW HE GOT THE GIG

“It was actually a conversation,” Glodoveza explained. “I know my capability, I know where I am in my life. ... For me, working with such a malleable and established company like Fanjoy, it was really ideal for me to scale up my business and also find other venues and avenues to be a backbone to my creators and talent.”

LESSON LEARNED

Feeling the pressure of being constantly tapped in, Glodoveza has accepted the challenge of pushing himself to grow in tandem with the ever-changing creator economy. “You're always, always going to have room to learn and discover something new.”

PRO TIP

“Use Twitter. That's how you get a job.” For Glodoveza, social media is where everybody is having conversations and nobody is gatekeeping—true free access. Online communities have their ears to the ground, and if you're savvy, you can connect the dots between its niches. “When you're so wired,” he said, “it's just second nature.”

thing—that's how I look for people that I think can really grow into more than what they are now,” he said. “It's a learning experience for me and them.”

In light of recent name, image and likeness rights granted to college athletes, Fanjoy has begun partnering with NCAA members, and Glodoveza has taken to this new demographic. Many have brand sponsorships in the works with apparel, sports drinks and other CPG products, and five Fanjoy footballers have declared for the NFL draft in April.

Still, for Glodoveza, being a creator is the most equalizing opportunity there is. “You don't have to be a pro to be a creator and still enjoy and create content around the sport you like,” he said.

The common thread is finding the space to be a creator within whatever niche his talent lives. Nothing excites Glodoveza more than making everyday people stars, unlocking the secrets to self-sustained success and creating connections around shared love and passion.

MELANIE ALLEN SVP, CMO, BROOKS RUNNING

With Allen at the helm, Brooks Running surpassed \$1 billion in annual revenue last year. This was due to the skillful way the CMO, who's been in the role since 2017, kept all operations runner-centric, welcomed a pandemic-fueled influx of newcomers to the sport and aimed to redefine "the runner" in the brand's creative. Brooks' 2021 "Runfulness" campaign centered on the mental clarity that can occur during running, and runners were encouraged to submit their most inspired ideas around purpose and community for a chance to receive grant money through the Brooks Run Fund. The company also publicized original biomechanics research, which it uses to optimize its products, initiated a companywide strategy to take responsibility for the brand's environmental impact and has developed its first carbon-neutral product. Allen also worked with community partners and sponsored running groups to put on local outreach events for young and diverse athletes. Internally, with over 100 new virtual hires, the company found ways to connect with staff and focus on brand values, such as encouraging employees to take time outside during the day. Allen, with a mechanical engineering degree and experience in product innovation at Starbucks, has certainly kept moving in her career. Brooks Running was an opportunity to marry personal values around wellness with purpose-based marketing, and she aims to honor every runner's complex, individual relationship with the sport by creating a judgment-free experience with the brand. "The change is never-ending, in all the best ways," she told Adweek of her role. —Will Russo



TALENT POOL

GASTON TARATUTA

ON BECOMING AN
ENTREPRENEUR
'BY FORCE.'
BY WILL RUSSO

Up against global competition—a finalist group of entrepreneurs representing 41 countries—Gaston Taratuta's attitude was one of cool confidence: "You are the world champion of this story. Chin up and believe it, brother!"

This mindset ultimately led to him winning the title of Ernst & Young's World Entrepreneur of the Year during the June competition in Monaco.

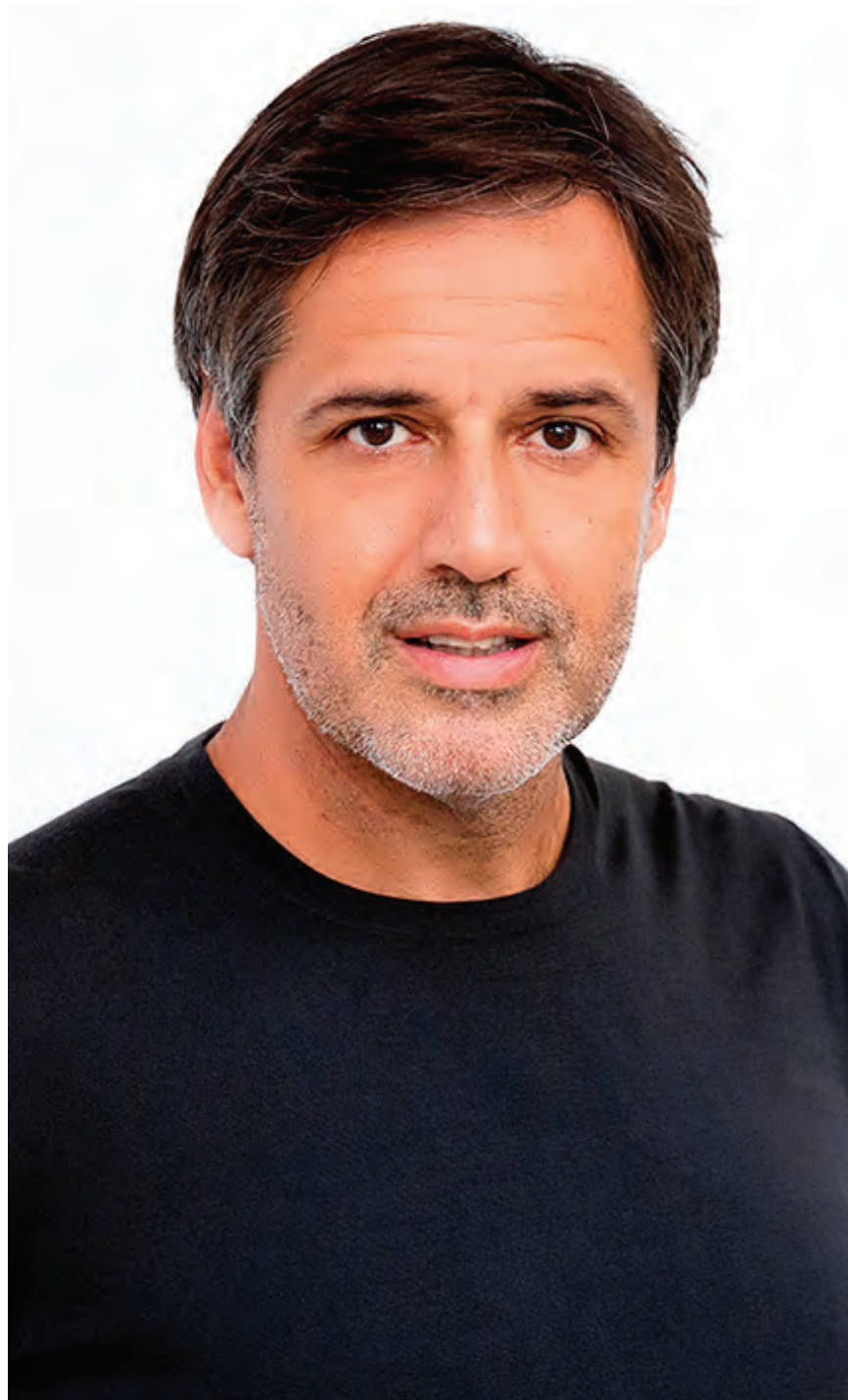
Taratuta's career path began in Miami, where he arrived from his native Argentina to earn an MBA. Following graduate school, he learned the digital marketing space in those early days with Brazilian internet company UOL, which had him living in Brazil for two years overseeing all U.S. business.

As Taratuta recalled, his position abroad was eliminated abruptly after he rented an expensive tuxedo for an awards ceremony. "I became an

'Most important is to do what you love with the people you like.'

entrepreneur by force," he reflected. His role was transitioned from full time to contract, so Taratuta headed back to the U.S. with \$5,000 to start his own business, Internet Media Services. The company was rebranded as Aleph Holding in 2020, named after the first letter of the Hebrew alphabet. (Taratuta's family is Jewish.)

The company expanded globally, acquiring agencies as the number of content-driven and shoppable



MAYRA ROUBACH

platforms exploded in the growing digital marketing space. Along the way, Taratuta also received major funding from Sony, CVC Capital Partners, Twitter, Snapchat and MercadoLibre, all current stakeholders, bringing the company to a \$2 billion valuation as of last year.

The founder and CEO said his business is an "enabler of digital advertising in emerging markets." It acts as the exclusive representative for Silicon Valley tech platforms in places where the companies have no internal

operations, currently serving 90 countries with a team of about 1,600.

"My business is based on the advantage of the disadvantage," he said. The aim is to provide the ecommerce infrastructure for smaller, niche players to achieve global reach for their products and services, narrowing the global wealth gap in the process.

"Most important is to do what you love with the people you like," he added. "Don't do something you don't like, because when you build with passion, it's easier."

BIG MISTAKE

Without elaborating, Taratuta offered a relatable sentiment many likely feel in their work: "Not risking more."

LESSON LEARNED

A captain can't take all the credit, Taratuta said. They need a crew, people with skills in areas where the leader may struggle, and a healthy tolerance for failure. "It's not about me; it's about us," he added.

HOW HE GOT THE GIG

In his view, failing is the most important element of success, and often, there isn't acceptance for it. "Teaching to fail needs to happen in school and at home," he said.

PRO TIP

To stand out in the global market, "be always ready to build the product or service that you know will have limited competition." Build in differentiation value by educating clients to gain trust.

Khaby Lama, content creator, TikTok

As of June 22, Khabane "Khaby" Lama is the most followed person on TikTok in the platform's history—147.2 million at the time of writing. The Senegalese creator based in Milan, Italy, only started making TikToks in 2020 following a pandemic-related layoff from his factory job. His account took off once he established his signature style of reaction video, using physical comedy and facial expressions to sarcastically interact with other TikTokers' posts. Despite previously being the second-most-followed account since July 2021, he has been absent on Forbes' list of highest paid TikTok creators, not even cracking the top 10 as of early 2022 estimates, highlighting an inequity between brand deals and followers for marginalized creators. Lama's foray into brand partnerships focused on sports and gaming platforms like Xbox, Dream11 and collaborations with several European footballers. He was also included in the 2022 "Be Your Own Boss" celebrity campaign surrounding the rebrand of Hugo Boss—the brand that booked his first runway during Milan Fashion Week—and co-designed a capsule collection. His most recent partnership is with Binance, announced in July. The creator's greatest passion is making people laugh, and Lama recently expressed interest in acting, citing Will Smith and Eddie Murphy as comedic influences.—Will Russo



Sarah Franklin

PRESIDENT AND CMO, SALESFORCE

At a time when spending more than two years at a company signifies someone as practically a lifer, Franklin's 15 years with Salesforce is an impressive milestone. And yet, there is a degree of newness in her role as CMO.

She was promoted to lead the SaaS marketing giant's brand efforts in January 2021. And she's brought with her the deep institutional knowledge of Salesforce's identity. At the same time, Franklin, who has degrees in chemical engineering and biochemistry, has absorbed a lifetime's work around science and technology.

She's found her scientific background a useful approach to the creative industry. It's allowed her to marry what she calls "beginner's brain" with technical expertise.

"You're taught in engineering school [to] write down your given problem statement, the assumptions that you're making, the solution that you're trying to find, and then you have to write the unknowns. ... When you are a marketing leader, you have to think about not just what you see in market, but what you don't see—and how you can bring new perspectives," Franklin said.

Since taking on the top marketing role, Franklin has brought the company in a direction wholly unique for a SaaS tech platform, characterized by an astute b-to-c approach.

The team built out a cast of childlike animal mascots to inspire brand affinity by emphasizing Salesforce's simplicity and friendliness to the marketer clients it serves. The project was first conceived with

'We can change the face of tech, an industry right now that is not representative of our population.'

its "No Software" mascot, which was named SaaSy. Other corporate creatures have since emerged, like Astro Nomical, a nonbinary character who assumes different personas by changing costumes.

"We bring this level of fun, which helps you escape from the world of the known," Franklin said. "When you go into cartoon land, you can defy gravity. ... That's the spirit of empowerment that we wanted to bring to Salesforce."

Another outgrowth from the consumer world is the development of Salesforce+. Like other brand-plus names, it's a streaming service with live and on-demand broadcasts, original series and podcasts. The aim is to translate the platform's events-oriented expertise and reputation into a

full-fledged business media channel with content focused on "inspirational storytelling," featuring interview exclusives and successful case studies.

Since its September 2021 debut, the free streaming service has drawn 5 million viewers across its 15 original series and given rise to 17 tentpole events, including the annual Dreamforce conference, available in-person, via livestream and on-demand.

The emphasis on education-meets-entertainment is a natural extension of Franklin's marketing mindset: The Trailblazer series features Black entrepreneurs who have transformed their lives using the company's free, online and gamified coding program, Trailhead. Franklin launched the program previously in her tenure, and it's specifically designed to prepare women and people of color for successful STEM careers. Her goal is to advance that mentality into the overarching business strategy from the C-suite.

Franklin's career outlines a significant track record of consistent decisions in line with her passions and interest in the causes close to her heart.

"We can change the face of tech, an industry right now that is not representative of our population," said Franklin, who recently joined the board of performance platforms Hiya and Qualified, is involved with Girls Who Code and advocates for removing barriers to employment, such as the need for an accredited degree as a hiring requirement.

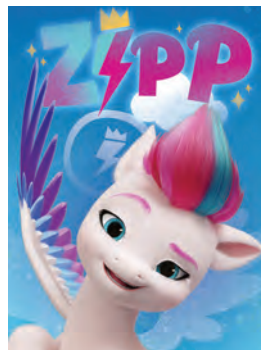
"There's never been a more important time to be a CMO at a company," she continued, "because you are the voice, you are the EQ, you are the understanding, you are the pathway to the future." —Will Russo



Maitreyi Ramakrishnan

THE NEVER HAVE I EVER AND MY LITTLE PONY: MAKE YOUR MARK STAR LOVES SPOTIFY AND FASHION. **BY WILL RUSSO**

PHOTO: GEORGE PIMENTAL



ZIPP STORM, MY LITTLE PONY



PROCREATE APP



ALICE IN BORDERLAND

Specs

Age 20

Claim to fame

Maitreyi Ramakrishnan beat out 15,000 contenders for the lead in Mindy Kaling's Netflix original *Never Have I Ever*, now in its third season. This year, she has voiced Priya in Pixar's *Turning Red* and Zipp Storm in *My Little Pony: Tell Your Tale* and *My Little Pony: Make Your Mark* (which returns Sept. 26 for Season 2).

Base

Toronto and LA

Twitter

@ramakrishnannn

What is the first form of media you consume in the morning? I don't know if it counts, but just texts from my friends to see who needs to reach me. Especially if I've slept in, and they may have been trying to get my attention for a while.

How about your favorite app—besides TikTok? I mean, TikTok really isn't my favorite app! On my phone, my most used app is definitely Spotify. On my iPad, I love Procreate so I can draw and doodle.

What drew you to voice acting? I've always loved animation and wanted to be an animator when I was younger, but I realized I was more suited to being in front of the camera or microphone. It was so much fun playing both Zipp and Priya. It's a different way to express yourself.

What are your favorite animated series, comics or graphic novels? **Any favorite characters?** I grew up on *Teen Titans*, [and] *Raven* is my favorite superhero. Of course, I have been a fan of the *My Little Pony* franchise as well as all the Pixar movies. I was a *Rainbow Dash* gal.

You recently did a campaign with American Eagle. How long have you been into fashion? Always. It's the ultimate form of self-expression and such a fun way to show different sides of myself. I had so much fun shooting with American Eagle, and I was so happy to bring South Asian representation to the forefront of such a major campaign.

What is your must-have accessory, and why? My must-have accessory is hand sanitizer. It's important to stay healthy!

What's your favorite movie? I have a couple. Everything Everywhere All at Once, *9 to 5*, *Us*, *Promising Young Woman*, *Midsommar*—just to name a few.

Watching any good TV? I recently have been watching *She-Ra* and the *Princesses of Power*, which I absolutely love. I did also rewatch my favorite Netflix series, *Alice in Borderland*.

You've also gotten involved in theater recently? I actually read *Twelfth Night* for the first time during my freshman year. I was so grateful to take part in Acting for a Cause's reading of *Twelfth Night* and to be able to give back to the community that has embraced me. I also love musical theater. I recently saw *Moulin Rouge* and *The Book of Mormon*. I loved them both. Musical theater is just so special.

FEMARIS PEÑA

SVP, director of diversity demand and supply, Mediahub

FY 2021 REVENUE: \$7.8 BILLION, AS PART OF PARENT COMPANY IPG'S INTEGRATED AGENCY NETWORKS

Since taking on her new role in September 2021, Peña has led Mediahub's new diversity demand and supply discipline, which has the potential to become a new industry standard. From both the consumer and publisher side, she helps identify and implement tangible DEI strategies, including measuring responses from intended diverse audiences against campaign benchmarks to connect clients with effective partners and channels to engage; updating research and planning tools with multicultural and multi-language nuances; offering internal education that spotlights diverse-owned publishers; having cultural consulting to ensure authenticity in creative campaigns (for a portfolio of clients including Royal Caribbean, Chipotle, Pinterest, PBS and Hallmark); and creating individualized, one-to-one partners for specific problems and solutions. "There is a robust media ecosystem of diverse-owned partners and creators, and their livelihoods partially depend on their awareness in the marketplace," Peña said, adding that the agency's goal is to go beyond one-off activations and "increase the likelihood of these publishers being on the final media plan." In the first half of 2022, client spend with diverse partners increased 119% due to her team's efforts. —Will Russo

DILIP KUMAR

VP, AWS Applications, Amazon Web Services

EST. FY 2021 REVENUE: \$62.2 BILLION (PER R3)

Amazon made waves this year with the successful rollouts of its new retail tech, Just Walk Out, and Amazon One, which uses biometrics such as a palm print to complete transactions rather than a traditional payment method. Kumar—formerly the ecommerce giant's vp, physical retail and technology for almost a decade—spearheaded the efforts, leading to 90 Amazon Go, Amazon Fresh and Whole Foods locations with fully functional Just Walk Out technology across the U.S. and U.K. and 135 stores that are Amazon One-enabled. "Even though we wanted to add convenience to the shopping experience, we actually subtracted things, like the checkout, the lines and the time spent in-store," he said. These tools have also been introduced to third-party retailers in high-traffic areas like grocery stores, airports and stadiums, with partners including Sainsbury's, Climate Pledge Arena in Seattle, Hudson News and the Seattle Mariners. —W.R.

