

## Meet the 2023 Campaign US 40 Over 40 honorees

### Feature

The 40 Over 40 recognizes professionals who have dedicated their careers to the advertising marketing and communications fields and are paving the way for the next generation of leaders.

by Campaign US Staff July 13 2023



Advertising is known for chasing youth, and that is reflected in the talent pool.

With a median worker age of 39 years old in 2022, according to the Bureau of Labor Statistics, advertising is often described as a “young person’s game.” It’s a self-fulfilling prophecy in which those over 40 — especially women with children — tend to fall behind, and eventually off the radar.

The honorees on Campaign US’ 2023 40 Over 40 list prove that stereotype wrong.

Featuring industry powerhouses including Andrew Swinand, Suzanne Powers, Chris Boothe and Cavel Khan, the list shines a light on the entrepreneurs, leaders, operators and visionaries who prove that it is possible to build a career in advertising for the long term.

With the likes of Evan Horowitz, Dan Lucey, Jared Belsky and Charles Cantu, it highlights those who have built careers, companies and work we all aspire to and hold up as examples for the next generation.

The 40 Over 40 serves as an annual reminder for the industry to look beyond the next shiny object and place the value deserved on skill, experience and dedication.

With 47.5% female and 32% ethnically diverse representation, the list continues to reflect the changing face of the industry as we strive for a more diverse workforce. It was not lost on me, however, that last year's list was more diverse, as many have felt that DE&I has fallen off the top of the industry's priority list this year.

But it was encouraging to see executives including Chioma Aduba, Regi Cash, Atit Shah, Latraviette Smith-Wilson, Michael Solomon, Juan Tubert and others rise to the top of not just the list, but also their companies and careers.

Also notable is the mix of people from across a wide spectrum of businesses, from large agencies and brands to independent creatives to entrepreneurs — a healthy sign that talent is evenly distributed and not weighted toward the largest players or heaviest hitters.

I also love to see names such as Helen Hollien and Lauren Greenfield on this list, who represent the art and production talent that is so crucial to the work the ad industry creates and puts out into the world.

Congratulations to all our honorees, and thank you for building careers in this industry that we can all look up to.

We can't wait to celebrate with you on **September 28** in New York City — get your tickets now so the Campaign US team can congratulate you in person!

*Alison Weissbrot is the editor of Campaign US.*

*Interested in sponsoring the 40 Over 40 event? Contact **Brianne Molnar** and **Amy Travis**.*

## The 2023 honorees



**Chioma Aduba**

EVP, head of business  
leadership, McCann  
New York



**Alex Ames**

Director, content and  
creative excellence, The  
Coca-Cola Company



**Jared Belsky**

CEO, Acadia

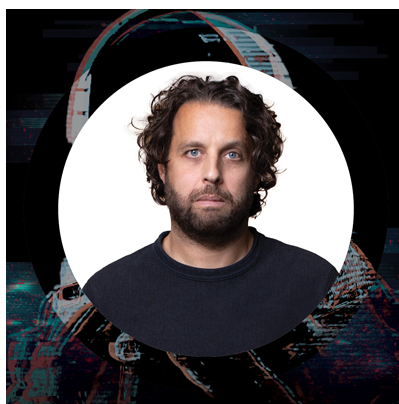


**Richard Black**

President and GM,  
Superfly



**Chris Boothe**



**Paul Caiozzo**

COO, Publicis Media

Cofounder and chief  
creative officer,  
Supernatural



**Charles Cantu**  
Founder and CEO,  
Reset Digital



**Regi Cash**  
CEO, 3BlackDot



**Jon Cook**  
Global CEO, VMLY&R



**Valerie Davis**  
North America CEO,  
Assembly Global



**Brian Feit**  
Founding partner, BMF



**Amy Ferguson**  
Chief creative officer,  
TBWA\Chiat\Day New  
York



**Nathan Friedman**  
Co-president and chief  
marketing officer,  
Understood



**Lauren Greenfield**  
Founder and creative  
director, filmmaker,  
photographer, Institute





**Jamie Gutfreund**

Chief growth officer,  
Whalar



**Tamer Hassan**

Cofounder and CEO,  
Human Security



**Erica Hoholick**

CEO and president,  
22Squared



**Helen Hollien**

Executive producer,  
Little Minx



**Evan Horowitz**

CEO, Movers+Shakers



**Cavel Khan**

Chief growth officer,  
Group Black





**Meghna Kothari**  
VP, culture and  
communications, Sabio  
Holdings



**Dan Lucey**  
Chief creative officer,  
Havas New York



**Stacey Martin**  
Chief people and culture  
officer, PMG



**Damian McKenna**  
COO, Emodo



**David Oksman**



**Nicolle Pangis**

VP, marketing and e-commerce, Samsonite



**Clay Parker Jones**  
Chief strategy officer,  
Black Glass Consulting

CEO, Ampersand



**Jodi Patkin**  
SVP, brand marketing  
and communications,  
theSkimm



**Suzanne Powers**  
Global chief product  
officer, McCann  
Worldgroup and chair of  
FutureBrand



**Erin Riley**  
CEO, TBWA\Chiat\Day  
Los Angeles





**Justin Roth**  
Executive creative  
director,  
The&Partnership  
Canada



**Shachar Scott**  
VP, marketing, Reality  
Labs, Meta



**Atit Shah**  
Chief creative officer,  
Digitas North America



**Kim Sivillo**  
CEO, North America,  
mSix&Partners



**Latraviette Smith-Wilson**  
Chief marketing and  
equity officer, Horizon  
Media



**Michael Solomon**  
CEO, PHD USA



**David Stevenson**  
CEO, Two by Four



**Andrew Swinand**  
CEO, Publicis Groupe  
Creative and Production  
U.S.; The Leo Burnett  
Group



**Andrea Terrassa**  
Global chief operating  
officer, Dentsu Creative

**Juan Tubert**  
Chief technology officer,  
Tombras

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