

3rd July 2017

The Women in Marketing Awards goes Global

Women in Marketing (WIM) are pleased to announce the 7th annual Women In Marketing Awards – celebrating the successes and advances made by women in the marketing, advertising and communications fields, and their male supporters. This year’s award takes place on the 16th November at the Ham Yard Hotel, London.

In 2004, Ade Onilude, a then member of the Chartered Institute of Marketing (CIM) Central London team, identified a need for women in marketing to be recognised and celebrated. This led to her conceiving and delivering the first WIM event to coincide with International Womens Day on Work-Life Balance. Since then, the annual WIM events have grown and tackled topics such as ethical marketing, the creatives, and branding and diversity in marketing, with the purpose of provoking discussion and inspiring women in marketing and the wider business community.

The popularity of the events led to the introduction of the awards in 2010; celebrating the achievements of women in the industry. Past WIM Award winners have included senior executives from Burberry, Google, Facebook, Hearst UK, Havas, Diageo and Ogilvy & Mather UK.

Following 6 years of UK focus, 2017 sees the WIM Awards open submissions to global entries for the first time. In addition, to better reflect the evolving nature of the marketing and media landscapes, WIM are also introducing three new categories: **The Branded Entertainment Award**, **The WIM Journalist of the Year Award** and the **Axim CX Award: Inspirational Leader in the Field of Customer Experience**.

A diverse range of industry leaders and changemakers have been identified and selected as judges for the awards to reflect the global reach of this year’s awards and high standard of entries expected. They include:

- Mack McKelvey – Founder & CEO, The Credentialed, USA
- Christina Ioannidis - CEO (Chief Engagement Officer) of Aquitude, Dubai
- Patricia Weiss - Chairwoman of the Branded Content Marketing Association (BCMA), South America
- Louise Ridley - News Editor, Longform and Special Projects, BuzzFeed UK
- Helen Tupper – Director of Audience Evangelism, Microsoft
- Henry Windridge - Head of Brand Marketing, Global

The 2017 WIM Awards is now open for entries from brands, agencies as well as individuals around the world and hopes to highlight the need to recognise diversity and the inclusive behaviours of the industry.

A huge thank you to the 2017 Awards sponsors including Weber Shandwick, Havas Media Group and AXIM. A very special thank you goes out to **Antonio Lucio, Global CMO of Hewlett Packard** and **Colin Bryne, CEO UK & EMEA, Weber Shandwick** - loyal supporters of WIM.

“This year’s ceremony is set to be an amazing evening celebrating the achievements of the stars of the marketing world. I look forward to meeting fellow colleagues, female and male, from the world of marketing and business for what will be a glamorous evening.”

Ade Onilude, Founder & CEO of Women in Marketing.

Note to Editors

The 2017 Women In Marketing Awards will take place on the 16th November 2017 at the Ham Yard Hotel in London. Deadline for Award entry submissions is midnight 18th September 2017.

About the Women In Marketing Network

Founded by Ade Onilude, in 2004, Women in Marketing (WIM) is established to empower women to fulfil their potential within the marketing profession. Ade was inspired to launch the WIM network as a forum to educate, inspire, connect, share and recognise women in the marketing profession.

The first WIM event was held in March 2004, to coincide with the 'International Women's Day' celebration. Each year, the annual conference tackles a timely relevant theme with speakers drawn from thought leaders in that field/sector; WIM event themes have varied from 'work-life' balance, branding, ethical marketing to global marketing.

In 2010, the Women in Marketing Awards were launched and are established to recognise the economic, social influence and impact of women to millions. This year, [the WIM Awards](#) will be held on 16 November 2017 at the Ham Yard, London.

WIM is grateful, over the years, for the support of The Chartered Institute of Marketing (CIM), The Marketing Academy and to the WIM Awards past headline sponsors ITV, Mondelez, Vodafone and Havas Worldwide. Special thanks to Gail Gallie, co-founder of Project Everyone, Sarah Speake, Daryl Fielding and Rita Clifton.

The WIM forum has evolved over the past decade, to become a community interest company and we continue our journey through the support of our team, our global ambassadors and our advisory council.

For more information about Women In Marketing, the 2017 WIM Awards, the full list of judges and previous awards and events visit womeninmarketing.org.uk

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