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**UNDER40**  
**2019**

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**W**

elcome back to our third of three annual events. We're excited to have you meet this year's DMN 40 under 40 honorees. They come from all over the country and the world, their backgrounds and experiences are diverse, but they have one thing in common: off-the-charts results that have exemplified the kinds of strategic

excellence we try to foster at DMN.

Every year, we're on the lookout for marketing's top talent. Everyone wants to do a good job at their organization, but these winners are much, much, more than that. They're breaking down old barriers and establishing new standards through their persistence, innovation, ingenuity, and humility. This is no easy feat in the digital age which is rife with fake news, deepfakes, rumors, and PR setbacks.

A good leader inspires not just their team and meets benchmarks, but their humanity permeates throughout their organizations, forming a bond with a consumer. Expectations are changing, and consumers want to forge friendships with brands. And there's no reason why that can't be possible with data, automation, and AI. But the human spark is still needed to promote trust and understanding. Our 40 under 40 winners have done just that. They've straddled the gap between (wo)man and machine, data and human. Against the odds, they've built loyal followings, won new business, and pioneered new methodologies that are going to no doubt guide the next generation of marketers.

We're grateful to have shared an evening with them, and we're even more pleased that they've shared their senses of humor, wisdom, and accomplishments with us. I hope you enjoy getting to know them as much as I did.



Marjorie Romeyn-Sanabria  
Special Projects Editor

# MEET THE 2019 40 UNDER 40 HONOREES

## Enrique Arbelaez

co-founder and CIO, CIEN+ and managing partner, Culturintel

## Tessa Barron

senior director of marketing, ON24

## Arthur Beavis

CMO, Hackster.io (an Avnet Community)

## Seth Besmertnik

CEO and founder, Conductor (a WeWork Company)

## Andrew Bolton

SVP, global partnerships, Knotch

## Caroline Canty

creative director, Epsilon

## Hayley Coxon

senior director, brand & digital, Conga

## Zack Dugow

CEO and founder, Insticator

## Jami Eidsvold

CEO, Smarty Social Media

## Aaron Evans

CEO & co-founder, Drips

## Ben Gaddis

President, T3

## Anneka Gupta

President and head of products & platforms, LiveRamp

## Ashleigh Hansberger

co-founder and chief of strategy, Motto

## Amanda Hellman

managing director, FF New York

## Kyle Jackson

EVP performance media & content, Performics

## Joel Kaplan

executive creative director & associate partner, M/H VCCP

## Brian Long

CEO and co-founder, Attentive

## Benjamin Lord

executive director, global omnichannel marketing, CRM & loyalty, NARS Cosmetics

## Josh MacCarty

director of data science, MARC USA

## Christina May

CMO, Illumine8 Marketing & PR

## Luke Mulks

director of business development, Brave Software

## Ryan O'Donnell

director & site head - digital health & innovation, Amgen

## Nick Palmer

general manager, ICON Fitness

## Kelly Patterson

VP corporate marketing, Fluent, Inc.

## Stephanie Pendrys

marketing manager, Gage Brothers Concrete Products, Inc.

## Sophia Powe

Co-founder and managing director of The Relentless Collective

Formerly content & editorial lead, Mercer International

## Marjorie Powers

SVP CPG, Stella Rising

## Lindsay Rapoport

VP of digital marketing, The Corcoran Group

## Elizabeth Ray

senior director of client experience, Movable Ink

## Sara Robertson

global VP, product engineering, Xaxis

## Juliana Roding

VP planning and analysis, Horizon Next

## Joe Root

founder, Permutive

## Evan Rutchik

CRO, USA, Ogury

## Michael Sallander

SVP of digital strategy, Antenna Group

## Maria Sotra

VP of marketing, Geotab Inc.

## Clint Tasset

CEO and founder, Adswerve

## Alex Tshering

VP of marketing, FIGS

## Elo Umeh

CEO, Terragon Group

## Taylor Williams

senior director, data science, FullContact

## Katie Wilson

founder & CEO, TapOnIt



We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Enrique Arbelaez, Co-Founder & CIO at CIEN+ And Culturintel says:**

I was always meant to be an entrepreneur, but if my path hadn't lead me to launch a marketing company, I would have most likely gone all in to launch a B2C tech product. The journey is still unfolding, so stay tuned!



**Tessa Barron, Senior Director of Marketing at On24 says:**

As much as I hate to admit it, I have a tendency to micromanage and like to think through every single detail. I'm also VERY dramatic. So, I think I'd be doing a job where I can use both of those "quirks" to my advantage — as a backstage manager on Broadway. It seems so exciting to be responsible for orchestrating a live performance by world-class talent and would be extremely rewarding to see the results of my work night after night. Plus, any job where I get to wear an earpiece is pretty badass.



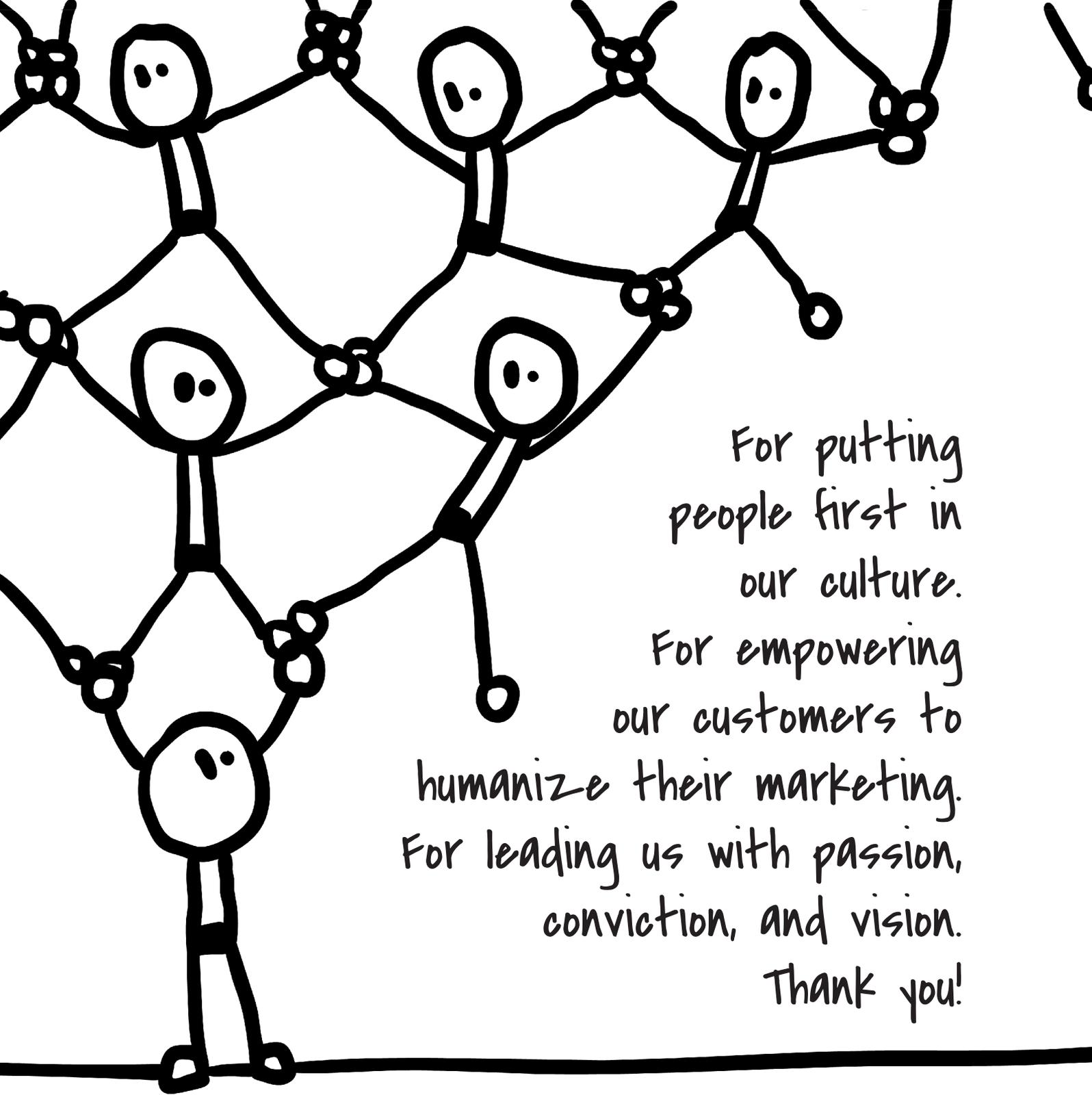
**Arthur Beavis, CMO at Hackster.io (an Avnet Community) says:**

I've always wanted to be a c-level executive at Disney, so there's that. But if I wasn't marketing companies, chances are I would still be marketing myself in pursuit of a tennis career — or putting my sports management degree to use as an agent promoting other athletes.



**Seth Besmertnik, CEO & Founder at Conductor, a WeWork Company says:**

I would be a professional baseball player. I love baseball and I still make time for it right now in my life. I love the feeling of being part of a team, but I also love that the sport requires very specific individual contributions and skills. The mental challenge is also a huge part of the draw: if you're trying to find a way to hit a 90 mile an hour ball — that's only possible if you get your brain working right. The biggest lesson I've learned from baseball in life is that I need to believe in myself and trust in the universe that I'll find success, because if I think too much about everybody else and what they're thinking or expecting or talking about, that's when I'll make a mistake. And in baseball, you have an almost infinite capacity to improve and get immediate feedback on how you're doing: you can spend your whole life trying to work your way up to the perfect swing. While playing baseball would be fun, Conductor is exactly what I want to do be doing and what I'm meant to be doing.



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our culture.  
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our customers to  
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Thank you!

# Congratulations, Seth!

 conductor

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Andrew Bolton, SVP, Global Partnerships, Knotch**



**Caroline Canty, Creative Director at Epsilon says:**

If I hadn't chosen advertising, I'd hopefully have the stomach to get through the bio classes to become a physical therapist. There are many overlaps to what I do now — you have to be very strategic in how you approach a person's injuries or limitations. Developing effective, and adjustable, plans for each individual requires creative thinking. You're going to have tough clients (just like in advertising!) so relationship management is key. They're going to give up, whether they have a few squats, or a few more workouts, left, so my positive and motivating attitude could get them through. Plus, who wouldn't want to wear yoga pants and sneakers every day?



**Hayley Coxon, Senior Director, Brand & Digital, Conga**



**Zack Dugow, CEO and Founder, Insticator**

We asked the honorees: [If you hadn't chosen your current profession, what do you think you'd be doing now?](#)



**Jami Eidsvold, CEO, Smarty Social Media says:**

If I hadn't chosen to start my own agency, I would definitely have found my way into teaching in some form or fashion. In fact, mid-way through my career I started on a Masters in teaching that I have yet to finish but will one day! I have a passion for constantly learning new things, challenging old thought processes and mentoring anyone who is willing to open their mind. I hope to one day be able to teach everything I have learned on this career path to college students. #GOALS



**Aaron Evans, CEO & Co-Founder at Drips says:**

Wow. This might be the hardest question to answer that I've been asked in recent memory.

I just read the question aloud to my wife, Anny, who quickly

replied: "Nothing. Relaxing? Hanging out!" She's half right. The truth is, it almost upsets my stomach to imagine doing anything else outside of solving big problems, working with talented people, scaling the unscalable, and building businesses.

So, my knee-jerk response is if I wasn't building Drips, I'd almost certainly be building some other solution to some other problem. But that's mailing an easy answer in. A much more thoughtful (much longer) answer is below.

Since I first got a taste for "making money online" as an 18-year-old "webmaster," I was hooked. The freedom and flexibility of working online was intoxicating. The opportunity and abundance of the internet simply floored me.

In 2001, I dropped out of college. I lived all over the country, and even in Belize for some years, as the quintessential "digital nomad." Coming and going as I pleased. Attached

only to my laptop. I can count almost 30 projects and businesses I bootstrapped from nothing during that period of my life.

That lasted for some time; over a decade of complete freedom. Some great years, income-wise, and some where I was just scraping by from one project to the next.

Then I woke up one day, realized I was over 30 years old, deeply in love with the woman I was dating (my now wife), and I hadn't built any sustaining businesses in all of that time being an entrepreneur. I had no redundancy or lasting revenue to protect our future or to build a family around.

That's when I decided to really \*build.\* Focusing on sustainability over easy money.

Anny and I moved back home to Ohio from our beach front condo in Belize. I got an office, and I got very busy. Today, Drips has over 50 employees, has solid recurring revenue, and services some of the biggest brands in the country.

So, if I hadn't decided to build something scalable and eventually exitable, I believe I would've doubled-down on the solopreneur life.

I can see another (much less responsible and much less stressed) version of myself who still lives in Belize with Anny making a decent living, project to project.

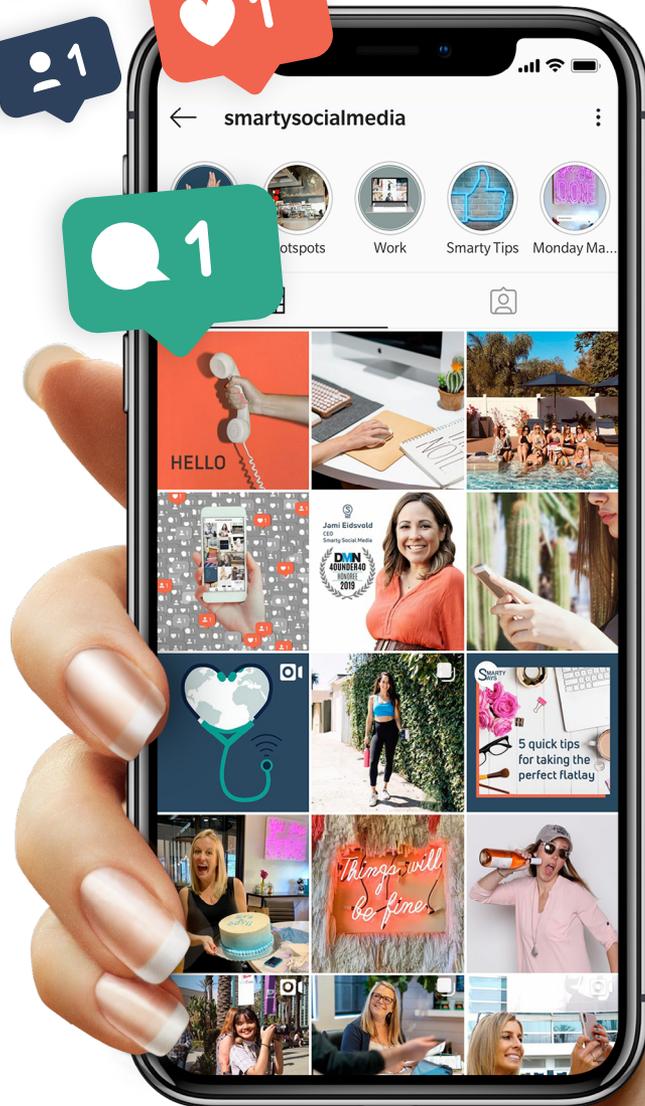
Doing nothing, relaxing, and hanging out.

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**Congratulations to Jami Eidsvold,**  
Founder and CEO of Smarty Social Media,  
and 2019 DMN 40 under 40 honoree!



We asked the honorees: [If you hadn't chosen your current profession, what do you think you'd be doing now?](#)



**Ben Gaddis, President at T3 says:**

I'd be the world's worst professional free diver.



**Anneka Gupta, President and Head of Products & Platforms, LiveRamp**



**Asheligh Hensberger, Co-Founder and Chief of Strategy, Motto**



**Amanda Hellman, Managing Director at FF New York says:**

I'd be a social worker. I went into school with the intention of studying advertising, but with a clear, lingering desire to explore psychology, a profession I'd watched my mother excel at my entire life. It is a profession that I feel has meaning, value and the ability to observe and reflect on cultural trends and tensions, with a focus on making people more resilient. Admittedly, the traditions of academia were not my strong suit: multiple choice answers, endless memorization... If the coursework to get your foot into psychology had been more dynamic, like the communications curriculum, I may have found my natural place in the profession.

For the time being, I still have a profound desire to find purpose in my job, support those around me, and I use my energy reserved for these desires in my life to support those around me to the best of my ability. On the contrary, if I had the opportunity to do anything in my wildest dreams, at this very moment in time, I would open an animal rescue and a brick-and-mortar home goods store — with a large portion of the home goods store proceeds going back to, you guessed it, the animal shelter. My dream would be for the store to be a bedrock of the community, hosting local events and fundraisers whenever possible.

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Kyle Jackson, EVP Performance Media & Content, Performics says:**

If I hadn't become a digital marketer, I would have definitely gone into event planning. I have always loved entertaining since I was young. Over the years I have organized events on the side from epic birthday parties, to weddings and black-tie fundraiser galas. Planning events brings out my creativity, all of the way down to the nitty-gritty details.

While different, Media Planning and Event Planning do take similar skillsets. It is critical to exceed client expectations by performing in big moments like a wedding or holiday for a retailer, sometimes under tight deadlines; the ability to organize talent and vision with both teams and partners, to ensure all links are strong, as there's many moving pieces in both roles; and the satisfaction of pulling it all off flawlessly!



**Joel Kaplan, Executive Creative Director & Associate Partner, M/H VCCP says:**

I started cooking with my grandmother when I was about 3. She would let me stand on a chair and mix whatever batter she was planning to put in the oven. Maybe that is the reason the kitchen has always been a familiar and comforting place. I started in restaurant kitchens in high school, cooked to help get through college, and take on as much of the home cooking duties as I can today. If it wasn't for advertising there is a very real chance I would be in a hot kitchen right now.



**Brian Long, CEO and Co-Founder, Attentive**

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Benjamin Lord, Executive Director, Global Omnichannel Marketing, CRM & Loyalty at NARS Cosmetics says:**

I think I would either be an architect — because I love to build things and I'm very much into creative design. Or I'd be a vet: I love animals and my heart is broken when I see one in pain. I guess that's what I bring to the table: planning, taste, and purpose.



**Christina May, CMO at Illumine8 Marketing & PR says:**

If I had not been inspired to peruse a career in marketing, there is no doubt I would have ended up in the entertainment industry. As a musician, I have always loved the art of performance. I believe that the arts are a universal language that unites cultures and allows us to communicate our emotions when words fail us. I have been an active violinist for over 20 years and even my early school pursuits found me often around a stage, constructing sets or playing in pit orchestras. Today I keep that fire alive by catching as many live performances as possible.



**Josh MacCarty, Director of Data Science at MARC USA says:**

Industrial design or architecture — I think the intersection of math, design, functionality, and creativity in these fields is fascinating.



**Luke Mulks, Director of Business Development, Brave Software**



## Congratulations to our founder Christina May!

Because of her leadership and expertise within the marketing industry, Illumine8 and our clients have achieved consistent success and growth. We're excited to be a part of this year's honorees and congratulate all of the 40Under40 winners.



### About Illumine8 Marketing & PR

Illumine8 is a creative marketing consultancy helping family-based businesses grow through measurable marketing, sales, and customer experience strategies. Established organizations look to Illumine8 to help them meet and exceed their business growth goals. From the C-suite to the front line, partnering with our clients we work to leverage our collective expertise and create customer-focused organizations that optimize their marketing strategy, sales enablement, and brand experiences.

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Ryan O'Donnell, Director & Site Head- Digital Health and Innovation at Amgen says:**

Marketing has definitely opened doors for me around the world, with jobs that have had long term assignments in London, Shanghai and Singapore. So, from that respect it's hard to think what else I would have done.

New Zealand, where I grew up, is a beautiful outdoors oasis for anything active, so I would have definitely leveraged this. Probably living by Lake Wakatipu, making a living off the winter ski season, which brings in many tourists. Or the mountain biking that attracts many over summer. I was going to answer the question by saying I would run for mayor in a town, but maybe there is still time for that after my marketing career!



**Kelly Patterson, VP, Corporate Marketing at Fluent Inc. says:**

If I hadn't discovered a passion for Marketing, I would like to think that I would have become a world-renowned writer. I would have found fame as a staff writer at The New Yorker and would be a

frequent guest on the talk show circuit, especially on The Today Show. If I had not found that glitz and glamour, then I think I would have equally loved pursuing a career in early childhood education.



**Nick Palmer, General Manager at ICON Fitness says:**

During my formative years, I spent my summers at the U.S. Naval Academy Naval Base in Annapolis, MD. It was there that I discovered sports, music, and literature. Days were spent watching my friends' father run midshipmen through football drills — he was the 38th head football coach at the academy. Nights were spent listening to Eric Clapton in the 70s and reading Hunter S. Thompson articles in Rolling Stone magazine. If I weren't in my current profession, I would have liked to have been Clapton's rhythm guitar player or covering sports and music for Rolling Stone. Unfortunately, I can't keep a beat like Clapton, write prose like Thompson, or had any desire to become Nick

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Stephanie Pendrys, Marketing Manager, Gage Brothers Concrete Products, Inc. says:**

That's always been a difficult question for me to answer because I have so many different interests — I had a new answer every year for the "what do you want to be when you grow up" assignment in school. First grade? Cartoonist. Second grade? Author. Third grade? Paleontologist. Fourth grade? Veterinarian. Fifth grade? Game show host. Sixth grade? Professional soccer player. Seventh grade? Astronaut. Eighth grade? FBI agent. Ninth grade? Zoologist. Tenth grade? Sports lawyer. Eleventh grade? ESPN personality. Twelfth grade? Film producer.

I didn't declare a major until my junior year of college and still ended up with a double major in English & history and additional creative writing concentration because I just couldn't make up my mind.

I even went to graduate school for sports journalism, but after the first semester my graduate adviser talked me into switching to the integrated marketing track — with the significant decline of newspapers, I'm forever grateful that I listened to Dr. Collins. Thank YOU, Collins!



**Marjorie Powers, SVP CPG, Stella Rising**



**Sophia Powe, Co-Founder and Managing Director at The Relentless Collective says:**

Through marcomms, I help brands tell their stories in creative and innovative ways, but my passion for creativity and storytelling started with my love for art. Ever since I can remember, I've always appreciated the beauty of art. But my love for it really started to take shape in my 9th grade art history class. Learning about the evolution of art and the lives of the people behind the work fascinated me. I was intrigued not only by the beauty of the pieces themselves, but how a single work could evoke very unique and different emotions from one person to the next. When I look at artwork, I not only think about whether or not I "like it" or how it makes me feel, but I create a story about the artist. Who were they? Where did they live? How were they feeling when they created this piece? How did they want people to feel when they viewed their work? So, to answer the question ... that's a long-winded way of saying, if I didn't do what I do now, I'd probably be an art curator for museums and collectors.

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Lindsay Rapoport, Vice President of Digital Marketing, The Corcoran Group says:**

If I hadn't discovered a knack for digital marketing, there's no question I'd have stayed close to my family, making the most of our shared passions. We're food people, so I'd have loved to partner with my talented brother to create amazing culinary experiences around the world. We're dog people, too, and I'd have been pleased to help my mother, a renowned breeder and shower of champion cocker spaniels, manage her thriving dog businesses. Finally, and importantly, we respect our heritage. My father's business — a beloved men's clothier now in its second century — has always been a labor of love for my family. I had my first job there, at 12, gift-wrapping ties and socks. I'd possibly be



**Sara Robertson, Global VP, Product Engineering, Xaxis**



**Elizabeth Ray, Senior Director of Client Experience at Movable Ink says:**

My background in the arts and my career in marketing allowed me to co-found Project 2021, an arts project that raises money for civil liberty causes. It's been a challenging experience where I've fumbled through establishing and operating a small business, but the reward is great. The contributing artists have been so generous with their talent, and the supporting community is incredible. If my current career didn't take precedence, I'd be art-hustling full time!



**Juliana Roding, VP Planning and Analysis, Horizon Next**

We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Joe Root, founder at Permutive says:**

If I hadn't started Permutive, I'd probably be limping my way through a PhD.



**Michael Sallander, SVP of Digital Strategy of the Antenna Group says:**

Growing up I had a few different passions: entrepreneurship, technology, marketing, and games. At 14, I discovered that combining my skills in technology (more specifically website development) and online marketing was both fun and could make me money! This led to the birth of the web agency, Chicago Digital. Had I not gone this route, I imagine I would have found a way to combine entrepreneurship, technology and games to provide innovative products/services to help people in meaningful ways: build valuable skills, gain knowledge, improve relationships and bring more joy to the world.



**Evan Rutchik, Chief Revenue Officer, USA Ogury, says:**

I would be a stay at home dad with my son and new baby that's on the way!



**Maria Sotra, Vice President of Marketing at Geotab Inc. says:**

I would probably focus on another communications field where I could still tell a story in a creative way, such as documentary film making or photojournalism.

# 287,000

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We asked the honorees: *If you hadn't chosen your current profession, what do you think you'd be doing now?*



**Clint Tasset, CEO at Adswerve says:**

When I was 9, I was certain that my career path would lead me into becoming a monster truck driver. Through college I worked as a pizza delivery driver. As I more formally started my professional career in ad technology, I realized my passion for entrepreneurship and the desire to build a business. So had I not come across the opportunity to be in ad technology and learn this industry I feel I would have potentially paired up my entrepreneurial spirit of owning my own business with the desire to drive a monster truck!



**Alex Tshering, Senior Vice President of Marketing at FIGS says:**

What if I wasn't a digital marketer? I have so many answers to this question because everything interests me so much and why do anything if you can't be the best. Here is a list in no particular order.

1. Entomologist, traveling to remote areas of the world discovering new insect species and telling the world about them.
2. PGA Tour pro. Oh man if I could spend every day playing golf I couldn't be mad at the world, and to be paid to do it, not a bad life.
3. Making and producing music, this was a hobby when I was younger and was so fun and foundational to who I am today.
4. Chef, I love cooking and I love how like digital marketing all the pieces of a recipe make up a whole that is beautiful, presentable, and a mix of art and science.

# Way to Go, Clint Tasset!



Adswerve President & CEO

We've always known you're a marketing superstar and we're thrilled you're being recognized as a 2019 40 Under 40 honoree.

You're in good company! Congratulations to all of the amazing marketers who make this such a fun and inspiring community.



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We asked the honorees: [If you hadn't chosen your current profession, what do you think you'd be doing now?](#)



**Elo Umeh, CEO, Terragon Group**



**Katie Wilson, Founder & CEO, TapOnIt says:**

The thing I love about my current profession is the fact that I get to help all different sorts of businesses, raising awareness and driving traffic for everything from restaurants and retail, to non-profits and charities. So based on all those things and everything I've done in the past, I've discovered that I enjoy helping people. I've been on the board for the local Red Cross for six years now, and I love when there are opportunities to help with fundraising and awareness. Honestly, once I am done with this chapter of my life I hope to be involved with more charity and nonprofit work. So if I hadn't chosen to build my own business, I'd be helping other people build theirs in either a nonprofit or agency role, something that allows me to build other businesses and communities.



**Taylor Williams, Senior Director, Data Science, FullContact**

# Taylor. No alterations needed.

You crunch data every day. This time you crushed it.  
Our hats are off to you and all of the 2019 DMN  
40Under40 honorees.

*Own your relationships. Own your future.*

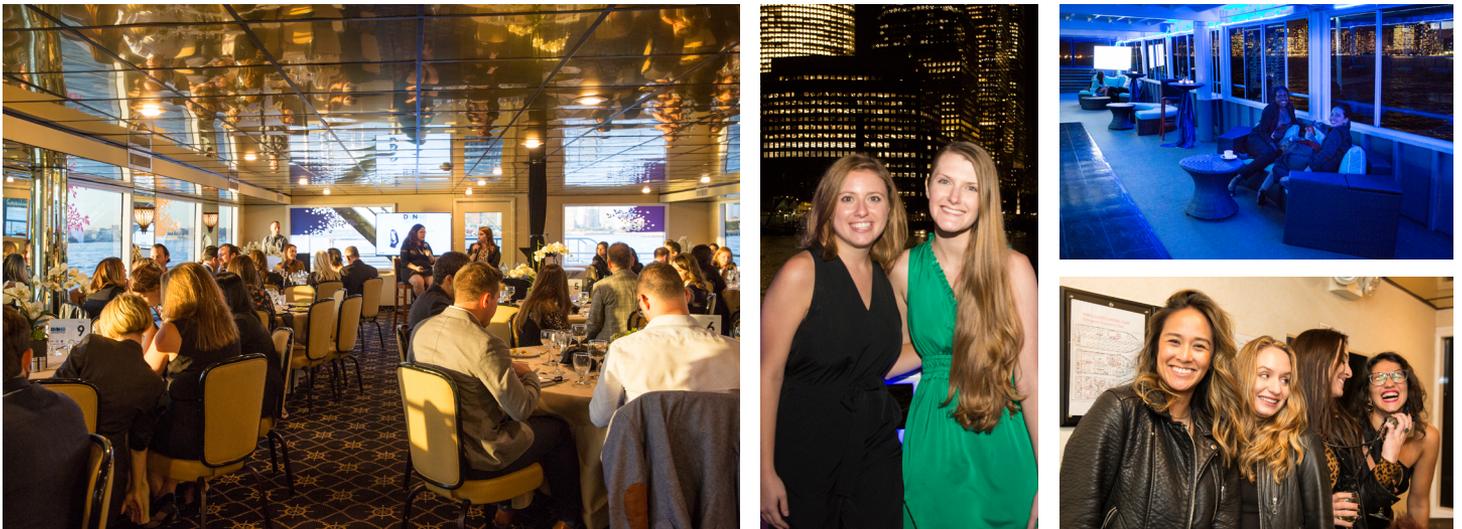


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