Adweek’s Media All-Stars: 18 Execs Masterfully Mingling Data and Instinct for Their Agencies



Media can no longer be put into a box. Brands are asking agencies for more guidance than ever as they try to navigate consumer privacy, personalization, heaps of data and more. This year’s Media All-Stars offer not only expertise in their respective fields, but also the innovative thinking needed to usher clients into a future that remains uncertain. Our Executive of the Year, Lynn Lewis, recently led a winning streak for UM (including Adweek’s U.S. Media Agency of the Year in February) while making the agency’s leadership team more diverse. Rising Stars Arafel Buzan and James Kelly are helping Mindshare’s clients use neuroscience to uncover useful, and often surprising, media insights. This year’s class of Media All-Stars will no doubt face countless unforeseen challenges in the year ahead, but each has proven he or she is ready to tackle whatever comes his or her way. *—Minda Smiley*

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