

SLOAN WHITE

Principal brand manager, sports marketing,
CAPITAL ONE

NOMINATED BY: MARC MENTRY, senior vice president of brand marketing

VALUABLE CONTRIBUTION: Sloan's leadership has helped make Capital One a top brand in college sports. She leads all marketing efforts for the annual Capital One Mascot Challenge, which in 2012 generated 45 million votes and 2.5 million video views. Sloan has also launched integrated campaigns on television, digital display, viral, mobile, and social media channels in support of Capital One's sports programs.

WORDS OF WISDOM: "My advice to young marketers is to absorb as much as possible. I work with many talented people and senior leaders; it's important to not only learn from them but to understand their successes. As young marketers we shouldn't underestimate the value of our opinions. We are highly engaged consumers and our perspectives are valuable.

The key to my success has been my ability to learn and grow in a dynamic environment. You have to be willing to work hard, adapt to a constantly changing media landscape, and take on whatever comes your way. I've also had the privilege of working with great people who invested in my growth and development."

BOB
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President
and CEO
ANA



COURTNEY BUCKLEY

Marketing manager, ALLSTATE INSURANCE CO.

NOMINATED BY: PAM HOLLANDER, senior director of integrated marketing communications

VALUABLE CONTRIBUTION: Courtney recently completed work on the four-year-long "Allstate ONE" project, which provides permanent motorcycle warning road signs to be installed at dangerous intersections across the U.S., among other safety measures. Allstate's brand advancement as an advocate and ideal insurer for motorcyclists everywhere has leapt forward thanks to Courtney's vision and leadership.

WORDS OF WISDOM: "Have passion for the assignments you're given. With every project that's assigned to me, I see it through to the very best of my ability. From something as simple as writing an internal communication to developing the strategy and execution for public relations programs, give it your all. You never know — one day that little project you were assigned could generate positive business results for your company and impact more than you had ever imagined.

There are so many things that have led to my success, but if I had to sum it up, I would say diligence and teamwork. You are faced with challenges every day in the corporate world and in your daily life. It's how you manage those challenges that determine how successful you become.

Then there's teamwork. A majority of what I have accomplished in my career is because of the team of people I work alongside every day. Rarely is something accomplished by the efforts of one — especially in marketing."

2012 RISING MARKETING



○ **JASON HILL**, Director of advertising, growth markets, GE

NOMINATED BY: JUDY HU, global executive director of advertising and branding

VALUABLE CONTRIBUTION: Jason has led GE's marketing in eight international growth markets, designing and leading customized marketing campaigns in each. His campaigns have moved brand familiarity scores upward by as much as 11 percent, and the perception of GE's position as an industry leader by as much as 18 percent. Jason has displayed a remarkable ability to drive global results in a short amount of time.

WORDS OF WISDOM: "Every company wants marketing to be faster, more innovative, and more integrated. At GE those are all imperatives. But you don't need to wait for your company or team to put a stake in the ground — those qualities will always be valued. Think about how to reinvent what you're doing and bring new thinking to the table. That often requires being externally focused. We spend a lot of time meeting with other companies and potential partners. We always learn something new that can be applied to our brand.

A second piece of advice is to understand who your clients are internally. Who ultimately buys and champions your work? You need to apply to those people the same account management savvy you get from outside agencies. Understand what they want and help them succeed; this ensures marketing has a seat at the table and is seen as an essential function.

I can't overstate the importance of mentors in my career. Mentors help point out the blind spots that you don't often see, and also help you have confidence in your strengths and abilities. Mentors are like good friends in that the relationship takes work and time to cultivate. Be deliberate about it, and make it a priority. I have a small group of people whose opinions I value enormously. One of those people told me at the start of my career at Saatchi & Saatchi that the way to move up the ladder is to think, every day, how you are going to add value and to do it in a way that makes you the most reliable person on the team."

○ **LISA WANG**, Vice president and regional head of exchange traded funds marketing, Asia Pacific, STATE STREET GLOBAL ADVISORS

NOMINATED BY: GARY MACDONALD, senior managing director and global head of marketing

VALUABLE CONTRIBUTION: After joining State Street Global Advisors, Lisa was promptly sent overseas to serve as a regional head of marketing in Hong Kong. In less than two years, she established an infrastructure and foundation for full-scale marketing operations in her base region and three other markets, handling a wide variety of media while maintaining only a small five-person local team. Her efforts have yielded a No. 1 ranking in the APAC region in the exchange-traded fund category.

WORDS OF WISDOM: "Don't be afraid to make mistakes. Aiming to be a game changer in the industry involves a lot of testing, assessments, analytics, calibrations, readjustments, and, most of all, the guts to take a chance. The keys to my success have been staying humble and knowing that there's always more to learn and more to conquer. The only constant is change. [It is also important to] believe in your team, value different approaches, and empower them to make an impact."

STARS

The ANA recently recognized the 2012 class of "Rising Marketing Stars" — four young professionals who embody the next generation of top marketers due to their valuable contributions to their marketing organizations. The winners featured above were nominated by a senior executive from their company for demonstrating leadership, innovation, forward-thinking, and the ability to elevate their marketing teams.

BY WILLETTE FRANCIS