



Marketing EDGE Announces the 2020 EDGE Awards' Honorees

More than 500 attendees from the world's leading corporations, marketing organizations, and educational institutions gather to celebrate excellence in Marketing leadership.

NEW YORK CITY, N.Y. January 21, 2020 - Marketing EDGE, the nonprofit organization that is shaping the future of marketing by connecting thousands of students, academics, and professionals, has launched its fifth annual EDGE Awards. The 2020 honorees have been announced at a first-ever event at the world-renowned Nasdaq Tower.

The formal EDGE Awards ceremony will take place on June 1, 2020 at Pier Sixty in New York City.

The *EDGE Awards*, which have become known as the "Academy Awards" of marketing, pay tribute to the best-of-the-best in the field. Each honoree exemplifies outstanding leadership, innovation, creativity, and a commitment to giving back through supporting marketing education.

The 2020 EDGE Awards Honorees

Tim Hawthorne will be honored with the **Lifetime Achievement Award**. For the last three decades, Tim, Founder and Strategic Advisor at Hawthorne Direct, has been inspiring minds across the marketing arena with his company's creative campaigns, penetrating analytical insight, and unique marketing solutions.

Acxiom, which is a recognized leader transforming marketing through its use of data and technology, will receive the **Corporate Heritage Award**. In a year when privacy is top of mind, we pay tribute to Acxiom's history of leadership in the ethical use of data, both corporate and industrywide.

Stirista will be presented with the **Corporate Disruptor Award**. Data-driven marketing is in the DNA of this San Antonio, Texas-based agency, as they continue to evolve to meet the needs of their customers and disrupt solutions in a rapidly changing industry.

The 14th annual **Rising Star Awards** honorees are:

- Valeria Chisca, Senior Director of Growth Marketing, Rue La La;
- Rebecca Lavietes, Marketing Manager, eBags;
- Michael Cruz, Chief Content Officer / Creative Director, Drum Agency;
- Daniela Mancinelli, Chief Operating Officer, North 6th Agency;
- Leigh Janis, Director of Sales and Brand Strategy, Production Solutions; and
- Teju Prabhakar, CEO and Co-Founder, Share Local Media.



“As we celebrate five years of the EDGE Awards, we are honored to pay tribute to the array of 2020 award honorees, who illustrate the evolving diversity and depth of knowledge, expertise, and passion available in our expanding world of marketing,” said Terri L. Bartlett, Marketing EDGE CEO & President.

With the introduction of the awards’ honorees, the stage is set and momentum is building for the 2020 EDGE Awards festivities.

For more information on Marketing EDGE, visit www.marketingEDGE.org and for details about sponsorships and registration at the EDGE Awards, visit www.EDGEAwards.org.

ABOUT MARKETING EDGE

Marketing EDGE is a 501(c)(3) nonprofit organization that is shaping the future of marketing by connecting students, academics, and professionals to the resources and relationships they need to see, move, and stay ahead. Marketing EDGE expands access to leading research, resources, and events, fosters deep personal connections and diverse ideas, and provides real-time insights for real-world impact. For more information, visit www.marketingEDGE.org.

Media Contact:
North 6th Agency (for Marketing EDGE)
MarketingEDGE@n6a.com

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