

2014 Marketer of the Year Local Judging Panel

The local judging panel reviews information submitted about the nominees' marketing programs and scores each on its completeness, difficulty of challenge, specificity of objectives, effectiveness of marketing strategy/tactics and measurable evidence of results. The top scores in each category are finalists, and the top score is the Best in Category winner.

- John Arcidiacono, Senior VP, Marketing & Communications, Stewart Title Guaranty Co.
- Ed Blair, Ph.D., Professor and Chairperson Dept. of Marketing & Entrepreneurship, C.T. Bauer College of Business, University of Houston
- Todd Brinegar, Managing Partner, Fikser US
- Bill Courtney, Director of Marketing, Office of Public Affairs, Rice University
- Kathryn DeLia, Director of Marketing, Ernst & Young
- Scott Fuller, Senior VP, Director of Corporate Marketing, Amegy Bank
- Deborah Grabein, Director Marketing, Andrews Kurth
- Jackie Kacen, Ph.D., Clinical Professor, Dept. of Marketing and Entrepreneurships, C.T. Bauer College of Business, University of Houston
- Steven Koch, Executive Professor and Director, Business Consulting Lab, C.T. Bauer College of Business, UH
- Anne Ness, Marketing Director, Graduate Business Programs, C.T. Bauer College of Business, University of Houston
- William A. Sidwell, Senior Director, Brand Management & Research, NRG
- Edward Waller, Ph.D., Faculty Chair, Marketing, Professor of Finance, UHCL
- Kathleen Williamson, Ph.D., Professor, Marketing, UHCL
- Dawn Zieren, Marketing Director, NPD

2014 Marketer of the Year Final Round Judging Panel

The final round judging panel reviews the marketing programs of the finalists that earned the highest average scores in the first round which may include more than one finalist in a category. These judges score them on difficulty of challenge, specificity of objectives, effectiveness of marketing strategy/tactics and measurable evidence of results. The top score in this final round is the 2014 Marketer of the Year.

- Maria Abernethy, Marketing Director, Deloitte Services LLP, New York NY
- Katharine Conroy, Marketing Strategist, Accenture, Seattle WA
- Amy D. Dawson, Senior Vice President, Fahlgren, Columbus OH
- Sharon Goldmacher, Director of Marketing, Communications 21, Atlanta GA
- Philip Guiliano, Vice President, Client Services, BrandActive, Newport Beach CA
- Cynthia Holladay, CEO, UpRight Marketing, San Mateo CA
- Cheryl Huckabay, Group Media Director, The Richards Group, Dallas TX
- Leigh Kahn, Principal, Kahn Research, Castle Rock CO
- Casidhe Meriwether, Marketing Director, Valero Federal Credit Union, San Antonio TX
- Janet Overton, Director of Marketing and Communications, Texas Society of CPAs, Dallas TX
- Keith Penney, Express Retail Quality & Process Improvement, FedEx Express, Memphis TN
- Kevin Roland, Sales and Service Director, FedChoice Federal Credit Union, Lanham MD
- Janet Savoie, Vice President, Online Survey Solutions, Nashville TN
- Joel Schunter, Senior Manager, Online Merchandising, Verizon Wireless, New York NY
- Kevin Steltz, Vice President, Account Management, BVK, Milwaukee WI