



Adriana Schroder
Brand content manager | *Editora Globo*, a publishing group with over 20 brands in print, digital, and events



Agnieszka Gajzler
Managing Director TV & Digital Content Growth Director | *Wirtualna Polska*



Ali Gray
VP & Executive Creative Director | *Freethink Media*



Ana Beirão
Head of Branded Content | *GroupM*



Ana Duarte
Head of Branded Content | *PÚBLICO Newspaper*



Ana Tomić
Marketing Director | *24sata d.o.o.*



Ana Plisic
Creative Director, Partner | *01 Content & Technology - C3 Croatia*



Angela Matusik
Founder, CEO | *A.M. Stories*



Anna Goldie
Senior Creative Lead | *News UK*



Annalise Nielsen
Head of Strategy and Development | *Lower Street*



Anne Leinonen
Team Lead Concepts and Content | *A-lehdet*



Anne Marije Dae Vries Lentsch
Business Strategist for Growth | *Interim*



Annie Granatstein
Chief Content Officer | *Independent Content Consulting*



Blair Thill
VP, Lifestyle Content Strategy | *Dotdash Meredith*



Bria Bell
Vice President, Speaker Bureau Lead, NAMR & LATAM | *J.P. Morgan*

SIGNIFICANT WOMEN in BRANDED CONTENT 2025



Britt Whitmore
Executive Producer, STAT Brand Studio; Executive Director of Marketing & Sponsorships | *STAT*



Cameron Townsley
Creative & Events Director | *The Digital Voice™*



Carolina Almeida
Branded Content Specialist & Content Strategy Consultant | *Freelancer/Independent*



Caroline Swärd
Head of Operations Bonnier News Brand Studio | *Bonnier News AB*



Celine Asrl
Strategy Director | *South China Morning Post*



Christelle Abou Anny
Associate Content Director | *Digital Media Services (DMS) - a Choueiri Group brand*



Christiane Bertelli
Content Manager at *Glab | Editora Globo*



Denise, D Cornelisse
Head of &C the brandstudio & Sales | *&C Media*



Damaris Welch
Vice President, Branded Content | *DotDash Meredith*



Dina Hrastović
Head of Content | *Telegram & Money Motion*



Chloe Patterson
Head of Publisher Saas | *Avid Collective*



Farra Kober
VP Content Studio, BBC StoryWorks | *BBC Studios*



Filipa d'Avillez
Head of Marketing, Branded Content, Events, and Audiovisual | *Forbes Portugal & Jornal Económico | Media Nove*



Gabriella Sandoval
Content and Strategy Specialist in business-oriented communication | *EXAME*



Hanna Repo
Content Marketing Director | *Alma Media*



Hannah Mansur
Chief of Staff | *Mamamia*



Hayley Sharp
Managing Director, Brand Partnerships International | *Vox Media*



Helen Anglim
Director: Conde Nast Commercial Creative | *Conde Nast*



Ida Fridh
Head of Creative Studio | *Aller Media AB (Sverige)*



Ida Kofoed
Head of Storybook | *Concept X*



Jainnie Cho
VP, BBC StoryWorks, BBC Studios | *BBC Studios*



Jerusha Raath
Publisher: News24 | *News24, Media24*



Jo Quayle
Head of FT Studio | *Financial Times*



Joanna Carrigan
Strategy Director and Consultant | *Self*



Jotta Erath
Strategic Partnership Manager | *FD Mediagroep*



Ebony Jones
VP, Content | *Spark Foundry*



Julia Linehan
CEO and Founder | *The Digital Voice™*



Juliane Sydow
General Manager Axel Springer Brand Studios | *Media Impact*



Kate Pfetsch
Chief Content Strategy Officer | *Independent Consultant (former Marriott, Discovery)*



Katie West
Head of Content Ventures | *APEX Content Ventures, Publicis Media*



Katrina Murray
Branded Entertainment Consultant | *Merman*



Kaylee King
Managing Director, Partner | *Special Operations*



Kristen Berke
VP, Strategic Branded Content Partnerships | *Los Angeles Times*



Kristine Francisco
VP, Design, Forbes Content & Design Studio | *Forbes*



Laura Baker-Finch
SVP, Content Strategy and Client Activation | *Dotdash Meredith*



Lauren Chomiuk
Director of Program Management, Fortune Brand Studio | *Fortune Media*



Leslie Cunningham
Supervising Producer and Head of Branded Content | *Diagonal Media, LLC*



Lexi Jarman
Global Head of Creative Strategy | *Financial Times*



Lisa Rounds
Editorial Director, Content & Design | *Mpls.St.Paul Magazine*



Lizzie Blumenthal
Director, Content Production & Innovation | *Nativo*



Joyce Parente
VP, Marketing Solutions | *The Guardian US*



Marissa Solis
SVP - Global Brand and Consumer Marketing | *National Football League*



Mary Gail Pezzimenti
Head of Creative | *Washington Post*



Matea Petrović
Native Lead | *Index.hr*



Maureen Ifada
Marketing Director | *FRIESLANDCAMPINA WAMCO NIGERIA PLC*



Megan Davey
Managing Director of Strategy & Insights | *VML*



Megan Gilbert
Vice President, Fortune Brand Studio | *Fortune Media*



Melanie Leach
CEO | *South Shore*



Mikaela Folkestad
CEO | *Schibsted Partnerstudio*



Mirta Dabić
Chief Creative Content Producer | *24sata d.o.o.*



Maclaine West
Director of Branded Content | *National Basketball Association (NBA)*



Nana Kring
Head of Branded Content | *dentsu*



Natasha Whitling
Senior Vice President | *Burson Global*



Nora Vanderschrick
Head of native, creative & strategy | *DPG media*



Patricia Weiss
Brand Storytelling & Content Consultant and Curator | Head of Brand Storytelling and Content at *ASAS.br.com*



Radka Bendova
Head of Creative Lab | *Vitava Labe Media, a.s.*



Raquel Bubar
Managing Director, T Brand Studio International | *The New York Times*



Ria Vaahto
Business Manager, Native Advertising | *Sanoma Media Finland*



Romy Oltuski
Executive Editor, Content & Design Studio | *Forbes*



Sam Glynne
Head of EMEA, Entertainment and Culture Marketing | *United Talent Agency*



Sara Narvhus Oksdol
CEO | *Amedia Innholdsbyrå*



Shira Atkins
Global SVP, Business Development & Partnerships | *Acast*



Silvana Mrvelj
Director of Sales for Media Solutions | *Večernji list/Styria Media Group*



Sofia de Sousa
Creative Director | *Medialivre, SA*



Sophie Miskiw
Branded editorial consultant | *Sophie Miskiw Brand Storytelling*



Stefanie Croley
Project Manager | *Amplify Content Studio by Annex Business Media*



Sujata Dwibedy
Chief Executive Officer | *dentsuX*



Tine Karlsen
CEO | *Vev*



Verity Hosken
Creative Director | *Future Publishing*



Yvonne Beister
Strategy & Content-Director Axel Springer Brand Studios | *Axel Springer Brand Studios*

