

**Adriana Schroder** 

Brand content

manager | Editora Globo,

a publishing group with

over 20 brands in print.

digital, and events





Managing Director

TV & Digital Content

Growth Director I

Wirtualna Polska



VP & Executive

Creative Director

Freethink Media



Content | GroupM

**Gabriella Sandoval** 

Content and

Strategy Specialist

in business-oriented

communication I

EXAME

**Kate Pfetsch** 

**Ana Duarte** Head of Branded Content | PÚBLICO Newspaper



Marketing Director |

24sata d.o.o.



**Ana Plisic** 

Creative Director

Partner | 01 Content

& Technology

- C3 Croatia



Anaela Matusik

Founder, CEO

A.M. Stories



**Anna Goldie** 

Senior Creative Lead

News UK



**Annalise Nielsen** 

Head of Strategy

and Development

Lower Street





P Anne Leinonen Team Lead Concepts and

Anne Mariie Dae Vries Lentsch **Business Strategist** Content A-lehdel for Growth | Interim



Britt Whitmore

Executive Producer, STAT

Brand Studio;Executive

Director of Marketing

& Sponsorships | STAT

77

Christelle

Abou Anny

Associate Content Director | Digital Media Services

(DMS) – a Choueiri Group brand

**SIGNIFICANT WOMEN in BRANDED CONTENT 2025** 



**Chloe Patterson** Head of Publisher SaaS Avid Collective

VP Content Studio BBC StoryWorks

Farra Kobei

**Ebony Jones** VP, Content | Spark Foundry

NATIVE

ADVERTISING

INSTITUTE



Julia Linehar

CEO and Founder The Digital Voice



1

**Filipa d'Avillez** 

Head of Marketina

Chief Content Strateay Axel Springer Officer | Independent Brand Studios | Consultant (former Media Impac Marriott, Discovery



Hanna Repo

Publicis Media

**Katie West** Head of Content Ventures | APEX Content Ventures

**Katrina Murray** Branded Entertainment Consultant | Merman

**Jovce Parente** 

VP, Marketing

Solutions I

The Guardian US

25

**Maclaine** West

Director of Branded

Content | National

Basketball

Association (NBA)

Sara Narvhus

Oksdol

CEO | Amedia

Innholdsbvrå

Hannah Mansur

Chief of Staff I

Mamamia

**Kaylee King** Managing Director, Partner | Special

**Marissa Solis** 

SVP - Global Brand

and Consumer

Marketina | National

Football League

**Nana Kring** 

Head of Branded

Content | dentsu

**Shira Atkins** 

Global SVP,

Business Development

& Partnerships |

Acast

**Havley Sharp** 

Managing Director

**Brand Partnerships** 

International

Vox Media

**Kristen Berke** VP. Strategic Branded **Content Partnerships** Operations Los Angeles Times



**Helen Analim** 

Director: Conde

Nast Commercial

Creative | Conde

Nast

**Mary Gail** Pezzimenti Head of Creative Washington Post



**Natasha Whitling** Senior Vice President Burson Global

Silvana Mrveli

Director of Sales for

Media Solutions |

Večernji list/Styria

Media Group



Sofia de Sousa

Creative Director |

Medialivre, SA







Studio by Annex Business Media







**Jainnie Cho** Head of Storvbook | VP, BBC StoryWorks, BBC Studios | BBC Studios

Publisher: News24 | News24, Media24

Lauren Chomiuk **Leslie Cunningham** Director of Program Supervising Producer Managemen and Head of Branded Fortune Brand Studio Content | Diagonal | Fortune Media Media, LLC



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



































Ida Fridh

Head of Creative

Studio | Aller Media

AB (Sverige)

**Kristine Francisco** 

VP. Desian, Forbes

Content & Design

Studio | Forbes



Maureen Ifada

Marketing Director | FRIESI ANDCAMPINA WAMCO NIGERIA PLC

> OC 011

Ida Kofoed

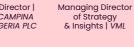
Concept X

Laura Baker-Finch

SVP, Content Strateav

Dotdash Meredith

and Client Activati





**Megan Davey** 









Branded editorial consultant | Sophie Miskiw Brand Storvtellina





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



Content Manager at Glab | Editora Globo





**Annie Granatstein** 

Chief Content Officer

Independent

Content Consultina

**Carolina Almeida** 

Branded Content

Specialist & Content

Strategy Consultant |

Freelancer/Independent



Jo Quave Head of FT Studio I **Financial Times** 



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

**Caroline Swärd** 

Head of Operations

**Bonnier News Brand** 

Studio | Bonnier

News AB

**Diamaris Welch** 

Vice President

Branded Content

DotDash Meredith



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



**Celine Asril** Strategy Director | South China Morning Post



Dina Hrastović Head of Content | Telegram & Money Motion



**Jotta Erath** Strategic Partnership Manager | FD Mediagroep





Chief Executive Officer | dentsuX



Lexi Jarmar Global Head of Creative Strategy | Financial Times



**Melanie Leach** CEO I South Shore



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



**Tine Karlsen** CEO | Vev



Strategy Director and Consultant Salt



Lisa Rounds Editorial Director Branded Content Mpls.St.Paul Magazine



**Mikaela Folkestad** CEO | Schibsted Partnerstudio



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



Verity Hosken Creative Director | Future Publishing



**Lizzie Blumenthal** 

Director, Content

Production &



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



Sam Glynne Head of EMEA. Entertainment and Culture Marketina | United Talent Agency



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