



Chicago's Multichannel
Response Marketing Community



CADM to Honor Chicago's Multichannel Marketing Leaders at Annual Tempo Awards Gala June 21, 2018

CHICAGO (June 6, 2018) -- The Chicago Association of Direct Marketing (CADM) today announced the roster of multichannel marketing leaders who will be honored at the group's annual Tempo Awards Gala, June 21 in Chicago. Founded in 1955, CADM is one of the nation's oldest and largest independent groups devoted to this discipline.

The list includes individuals with noteworthy lifetime professional achievements as well as talented juniors who have contributed at an exceptional level to their organizations. Awards with their respective honorees are as follows:

The Charles S. Downs Response Marketer of the Year

Charles S. Downs was the late advertising director of Abbott Laboratories, a founder of CADM and president from 1955-1957. This is CADM's most prestigious award and honors an individual who has demonstrated exceptional career and leadership achievements, including innovating new concepts and practices. Mentoring and charitable and volunteer work is also considered.

Janet Barker-Evans
Senior Vice President
Epsilon
www.epsilon.com



Janet-Barker-Evans is currently SVP, Executive Creative Director at Epsilon. Janet worked at some big-name agencies in town – Draft, FCB, Ryan Partnership and Epsilon. She was on the forefront of the move into the digital and social space in multichannel marketing. Under her direction, many client partners adopted successful, truly integrated campaigns. In an industry where only 12% of creative leaders are women, Janet lives the mantra “Fear is A Liar.” But Janet is not one to keep her secrets to success to herself. She has innovated the way we lead and train creative professionals. She supports other women through a program she helped pilot called Women in Leadership. Not only does she lead and inspire people every day with humor and good example ... she also teaches marketing students at DePaul University, cultivating the next generation of marketing professionals. This award is named for a pioneer in our industry Charles S. Downs, the first CADM president from 1955 – 1957, this year it goes to another trailblazer – Janet Barker-Evans.



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Susan Kryl Silver Marketer of the Year

This award is named in honor of Susan Kryl, whose dedication to the Chicago marketing community includes many years as president of CADM. It recognizes individuals with at least 25 years' experience and outstanding achievements and participation within the Chicago multichannel marketing community, including mentoring future leaders.

Bob Vevang
Partner & Director of Client Service
Convier Collective
www.conviercollective.com



Collective.

Bob Vevang has been a prominent figure on the ever-evolving multichannel marketing landscape for decades. Staying on top of the industry has been an educational journey, starting with an undergrad degree from Western Illinois University College of Business. Diploma in hand, Bob landed a job with general advertising giant NW Ayer. Forging on to an MBA at DePaul was next is his pursuit of knowledge, supplemented with on-the-job learning continued with client service and leadership roles at Epsilon, Merkle and now as an entrepreneur, Bob is a Partner in his own brand marketing agency Convier

Jay Weinberg
President
The Jay Group
www.thejaygroup.com



Jay Weinberg has spent his career setting the standard for loyalty marketing programs. Among his accomplishments, Jay helped Walt Disney World develop its first marketing database and business-building loyalty program. He has consulted for many direct response clients, including Lenscrafters and Cintas, to drive hundreds of millions in sales. In 2016, he received the LinkedIn ProFinder Award for Best in Lead Generation. And the success continues as Jay heads his own company, The JAY Group, to develop and manage loyalty marketing programs and drive insights through research and analytics.

Pat Wheelless Mentor of the Year

This important recognition is awarded in honor of an outstanding mentor and leader, Pat Wheelless, who is founder of The Wheelless Group and a consultant to the Wheelless/Bennett Group. Pat was CADM President in 1996-97.



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Jacqueline Camacho-Ruiz
CEO
JJR Marketing
www.jjrmarketing.com



Jacqueline Camacho-Ruiz is an award-winning entrepreneur, international speaker, philanthropist and author of eleven books. She is founder of The Fig Factor Foundation focused on unleashing the amazing in young Latinas and the creator of the Today's Inspired Latina book series and international movement. Jacqueline is a regular guest on local and national TV, radio and print publications. She has been featured in Forbes, Inc Magazine, CBS World News, Univision, ESPN, CBS in the Morning, Univision and many others. As a two-time cancer survivor, Jacqueline possesses wisdom about life well beyond her years. She is one of the few Latina small airplane pilots in the US.

Emerging Leader (EL) Award

The EL Award recognizes younger, emerging leaders with up to eight years' experience in Chicago's multichannel response marketing community. Each of the individuals below is being recognized for notable achievements within their organizations on important multichannel accounts.



Ashley Mayer
Project Manager + Partner
JJR Marketing
www.jjrmarketing.com



Jihane Bouchareb
Head of UK Marketing
Enova International, Inc.
www.enova.com



Natalie P. Holmes Volunteer of the Year

This award is determined annually by the current CADM president to recognize a member who has contributed “above and beyond” to CADM and the multichannel response marketing community.



Casey Gold
Engagement Strategist
AbelsonTaylor
www.abelsontaylor.com

“We are excited to honor these wonderful individuals, who have given so generously of their time and talents to the industry and to our Chicago multichannel response marketing community,” said CADM President Rosann Bartle. “The Tempo Awards Celebration is the perfect venue at which to celebrate their achievements.”

About CADM: As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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