



2017 NASHVILLE ADDY JUDGES

Sara Janssen

Sara's work spans multiple disciplines including identity, brand development, print, digital, social, environments and more for national clients like American Standard, Drake University, DXV, Ecolab, National Geographic, Polaroid, Porsche and more. Prior to joining The Thorburn Group, Sara hung her hat at leading Minneapolis agencies, including BBDO, Martin|Williams and Carmichael Lynch. Her awards include The Show, NAMA, AIGA and for the next 15 years—the bragging rights for having created the identity for the Philadelphia Eagles' Stadium, Lincoln Financial Field.

Outside of work, she is a proud mother of two girls who threaten to rob her of sanity on a daily basis. She loves every minute of it.

Jess Kaihoi

In her role as Associate Creative Director at J.Walter Thompson and Ogilvy & Mather in San Francisco, Jess Kaihoi participated in the development of global campaigns for clients such as Sterling Vineyards, iShares, Cisco, Wells Fargo, LG, and Adobe. She was also part of the team that helped brand and launch Covered California. Prior to arriving in San Francisco, Jess started her career at BBDO Minneapolis, working on brands such as Hormel and Select Comfort.

She received her MFA in Advertising from the Academy of Art University in San Francisco, where she is now an instructor of Advertising. Jess is also an advocate for the 3% Conference, a group that champions creative female talent & leadership.

“The Nashville ADDY Award creative entries were outstanding. The creative was inspiring and thoughtfully produced.” – Jess Kaihoi

Jason Lee

Eighteen years ago, Jason Lee arrived at Vimarc as a Production Artist. He quickly moved up through the ranks and after being at the agency for only nine years, he became a partner. Today, he not only oversees creative strategy and brand development, he remains in the trenches and designs for several major accounts. Throughout the years, he's developed award-winning creative for numerous clients, including the Kentucky Bourbon Festival, The Healing Place, and Four Roses Bourbon.

Abe Levin

Based in Portland, OR, Struck Design Director Abe Levin oversees the interactive design team and all digital efforts at the agency from conception to execution. Levin brings over 15 years of experience and a proven track record executing highly engaging, sophisticated digital experiences that balance both form and function. Struck is a unique blend of thinkers, dreamers and makers, all dedicated to making brands Greater Than. It's a simple mantra that drives the company forward and produces award-winning creative work. Abe's clients range from Nickelodeon Animation Studios to Jack in the Box to ICON Fitness and the Utah Office of Tourism.

Craig MacIntosh

As a Sr. Writer at GTB (formerly Team Detroit), Craig works on national Ford and Lincoln advertising. In his previous position, he split his time between Doner offices in Detroit and Toronto, as SVP/Creative Director in charge of Mazda Canada. He also created award-winning national broadcast and print advertising for Dodge, as VP/ACD at BBDO Detroit.

Scott Ex Rodgers

Whether it's a 21ft high Interactive Jet Engine Hologram, Twitter enabled LED sneakers or an app that lets you use your smile and a webcam to lift weights, Scott is always looking for new ways to tell stories through advertising experiences.

Originally from Boston, Massachusetts, serendipitously stumbled into advertising while backpacking around Australia. Scott has over 20 years experience delivering industry-recognized creative solutions for top global brands. Assignments include leading creative departments of BBDO New York, Euro RSCG: Sydney, San Francisco, and London, Profero New York & POKE New York.

Experience on both sides of the awards shows includes Scott winning over 30 awards at the leading festivals while also serving as judge on many international panels including Cannes Lions, One Show, D&AD and more.

In his spare time, Scott collects watches and vintage taxi meters...things that still keep him grounded in an analog world.