

New York Festivals Health Announces 2023 Executive Jury: 14 Healthcare Creative Leaders Will Judge Health Awards in NYC

NYF Health Launches Episode 1 of "Executive Jury Sit Down" hosted by Adam Hessel, Executive Jury President/Ogilvy Health CCO

NEW YORK, NEW YORK, USA, January 25, 2023 /EINPresswire.com/ -- The [New York Festivals Health Awards](#) announced the 2023 [Executive Jury](#), a brain trust of some of the most respected thought-leaders within the healthcare space, will gather together to judge and honor the best work within the industry.

This year, the newly rebranded NYF Health Award will resume face-to-face live Executive Jury sessions with some of healthcare's most innovative creatives from top-tier healthcare agencies. The 2023 jury panel is populated with award-winning highly esteemed creative leaders whose teams are responsible for some of the most groundbreaking work within healthcare/pharmaceutical advertising.

Adam Hessel, Chief Creative Officer for Ogilvy Health New York will preside over the live judging panel. He brings years of creative leadership experience and a 360 degree perspective of work in the pharma, health, and wellness arenas. Adam has been an integral figure in the evolution of what creative looks like in the healthcare space. His history of award-winning work has garnered many of the industry's top awards with Adam himself recently being internationally ranked #1 by Lürzer's Archive.



Together, without distraction the Executive Jury will thoughtfully judge work from both healthcare and pharma categories that have achieved shortlist status as judged by the online Grand Jury. The Live Executive Jury sessions will take place in April in New York City.

“2023’s NYF Health Executive Jury are recognized for their exceptional reputation and world-renowned award-winning work,” said Scott Rose, President, New York Festivals Advertising Awards Competitions. “Their years of leadership experience and discerning creative perspective guarantee that all campaigns will be judged fairly and with consideration assuring that only the most deserving work will be honored and celebrated with an NYF Health trophy.”

“Our Executive Jury is made up of some of the most talented, experienced and highly-awarded people in the industry. As a team, we’ll be working together to not only evaluate this year’s submissions for quality, impact and creativity, but we share a dual purpose in our aim to help NY Festivals set the bar for what excellence looks like across the spectrum of health, wellness and pharmaceuticals. This is the show to watch this year.”—Adam Hessel, Chief Creative Officer, Ogilvy Health New York/2023 NYF Health Awards Executive Jury President

2023 LIVE NYF Health Awards Executive Jury

- Executive Jury President: Adam Hessel, Chief Creative Officer, Ogilvy Health New York
- Bruno Abner, EVP, Chief Creative Officer, FCB McCann Health New Jersey
- Jon Chapman, Chief Creative Officer, BBDO Health
- Kathy Delaney, Global Chief Creative Officer, Saatchi Wellness/Publicis Health
- Collette Douaihy, Global Chief Creative Officer, Dentsu Health
- Amy Fortunato, VP, Group Creative Director, Klick Health
- Tim Hawkey, Chief Creative Officer, Area 23
- Tim Jones, Chief Creative Officer (Pharma), Grey
- Marty Martinez, Chief Creative Officer, Tank USA/Canada/UK
- Kathleen Nanda, Chief Creative Officer, FCB Health
- Susan Perlbachs, Chief Creative Officer, Eversana Intouch
- Roger Stephens, Group Creative Director, McCann Health NY
- Shamel Washington, Associate Creative Director - Health Equity, Deloitte Digital
- Aleisia Wright, Healthcare Managing Director, Lippe Taylor

View the 2023 Executive Jury: <https://home.nyfhealth.com/>.

NYF shines a spotlight on some of the 2023 NYF Health Executive Jury in the new interview series, “[Executive Jury Sit Down](#),” featuring Ogilvy Health New York’s Chief Creative Officer, Adam Hessel and 5 creative leaders recruited for the 2023 panel. Within the series “Executive Jury Sit Down” Adam and the jury engage in a lively conversation that includes the evolving healthcare advertising industry, creative healthy momentum within the industry, and their thoughts regarding Dr. Google. Panelists include Bruno Abner – EVP, CCO at McCann Health NJ, Jon

Chapman – CCO, Health at BBDO New York, Tim Jones – Chief Creative Officer (Pharma) at Grey, Susan Perlbachs – CCO at Eversana Intouch, and Roger Stephens – Group Creative Director at McCann Health NY.

View the latest episode of “Executive Jury Sit Down – Dr. Google”.

In addition to selecting the Best of Show, Gold, Silver, and Bronze award-winning work, the Executive Jury will judge and determine the 2023 Student Health Challenge winning entry. The jury panel will review the social campaign entries created by students based on a brief for A Walk on Water (AWOW)—a non-profit organization dedicated to honoring athletes with unique needs through surf therapy. During this session, the Executive Jury will award the top-scoring entry that merits an NYF Health Awards trophy, and a highly coveted paid internship with Ogilvy Health New York.

The Executive Jury and Grand Jury’s extensive industry experience and global view of the healthcare industry’s creative work ensure that all entries submitted will be thoughtfully reviewed with both consideration and respect for the work.

The deadline to enter the NYF Health Awards is March 3rd, 2023. For more information on the 2023 NYF Health competition and to enter, visit: <https://home.nyfhealth.com/>. For more information and to review the Student Health Challenge brief, visit Categories at <https://home.nyfhealth.com/>.

About New York Festivals: New York Festivals® Celebrating the World’s Best Work since 1957

Advertising Awards

AME Awards®

Bowery Awards

NYF Health Awards

Radio Awards

TV & Film Awards

Entries to each of the competitions are judged around the world by panels of peers in their respective industries. For more information, visit: www.newyorkfestivals.com.

About Ogilvy Health

Ogilvy Health is focused on driving superior outcomes in the ever-changing healthcare environment, an increasingly complex and evolving marketplace. We inspire brands and people to impact the world by keeping our audiences’ health and wellness needs at the center of every touchpoint. Ogilvy Health delivers insight, creativity, innovation, and engagement solutions for all healthcare stakeholders, patients, and consumers across the healthcare continuum. Through borderless creativity—operating, innovating, and creating at the intersection of talent and capabilities— Advertising, Experience, Public Relations, Health, and Consulting work fluidly

across 131 offices in 93 countries to bring forth world-class creative solutions for our clients. For more information, visit [OgilvyHealth.com](https://www.ogilvyhealth.com), or follow Ogilvy Health on Twitter, LinkedIn, Facebook, and Instagram.

Gayle Seminara Mandel

New York Festivals

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/613313350>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.