

# Mark Stewart appointed 2005 Media Jury President

The International Advertising Festival has announced that Mark Stewart, Executive Vice President and Chief Strategy Officer of Universal McCann, will be the 2005 Media Lions Jury President.

Mark Stewart joined Universal McCann in 1995 as Media Director, overseeing media activity for all New York-based accounts. In 1997, Mark was promoted to North American Media Director, with a charter to manage his successful formula across all North American offices.

In the past few years, Mark has played a major role in helping win significant new accounts such as Microsoft, Sony, Kohl's, Lowe's Home Improvement Warehouse, Motorola, Maytag and Verizon for Universal McCann and McCann Worldgroup.

Most recently, Mark was promoted to the position of Chief Strategy Officer, having direct responsibility for Universal McCann's strategic media product. This responsibility includes managing UM's go-to-market positioning and approach, quality control, and developing UM's next generation of services and resources to meet evolving client needs. Mark is a member of the Universal McCann Global Board.

Terry Savage, CEO of the Festival, said: "Media Lions is one of the most complex competitions to judge, therefore Mark's credentials and previous judging experience position him ideally for the role as Media Lions jury president"

"I am extremely honoured and excited to accept this position, and the responsibility to build on the tremendous momentum of the Media Lions. In our current and evolving media landscape, promoting, developing, recognising and celebrating creativity and innovation in message distribution as well as creative content is critical to the future of client and our success", commented Mark on his appointment.

In the period between 1992 and 1995 Mark co-founded Media First International, an independent full service media planning and buying company (now owned by the Interpublic Group of Companies).

Prior to that Mark worked with J. Walter Thompson for 12 years in New York and his homeland of Australia. Mark is a recipient of many industry awards including Mediaweek and Adweek Magazines' 1999 "Media Director of the Year", and Advertising Age and Adweek's 2003 Media Agency of the Year. Mark served as a US representative and judge to the 2003 Cannes Media Lions.

The 52nd International Advertising Festivals will be held from 19 to 25 June 2005 in Cannes, France. For more information on the Cannes Lions, please log on to [www.canneslions.com](http://www.canneslions.com).