



For Immediate Release



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FCB EVP Pradeep Kumar Honored as 2017 Response Marketer of the Year

***CADM Tempo Awards program honors Chicago's best
multichannel response marketing talent and work***

WESTMONT, IL, JULY 18, 2017 - Pradeep Kumar, EVP, Global Data Officer & Head of Strategic Analytics at FCB was named 2017 Charles S. Downs Response Marketer of the Year at the CADM Tempo Awards Gala on July 13, 2017 at Venue SIX10 in Chicago.



Pradeep Kumar and Josh Blacksmith

Named for Charles S. Downs, the late advertising director of Abbott Laboratories -- founder and first president of CADM from 1955 to 1957, this prestigious award recognizes one individual for outstanding achievements in career innovations, leadership, and mentorship as well talent and volunteer service given to civic and charitable works.

Pradeep grew up in a small village in India -- and he has never forgotten his roots -- he continues to offer scholarships to students in his village so that they can have the opportunity to pursue advanced degrees.

He started his career with WPP in India, and then based in Dubai, he led granular marketing accountability partnerships in the Middle East, Japan, the UK, Korea and South Africa. He moved to the US in 2002 for full-time graduate studies at Northwestern University, and started his career at FCB with summer residencies. He now co-leads the Strategic Analytics team where he is legendary for uncovering uncommon insights from common data and collating uncommon data. This skill has made FCB Chicago the data savvy change agents in consumer behavior.

Pradeep is a faculty member at Northwestern University teaching grad student IMC

courses. In 2014 -- for the Northwestern University Integrated Marketing Communications online program -- he designed, launched, and continues to teach an online first -- a master's course in Marketing Measurement.

Pradeep has always made time to encourage students -- through both FCB and Northwestern -- sharing his practitioner experiences and mentoring students one-on-one across undergraduate and graduate programs. Pradeep partners with his wife in supporting the society of women engineers in coaching girls interested in coding and engineering. And he actively supports Evanston Robotics Foundation popularizing robotics among students at Evanston Township High School.

Other Award Recipients

The **Susan Kryl Silver Marketer of the Year** Award was presented to three outstanding members of Chicago's Multichannel Response Marketing Community:

Rosann Bartle, Executive Creative Director, UMarketing

Betsy Harman, Director of Donor Cultivation, Feeding America

Randy Wait, Vice President of Corporate Development, Leapfrog Online

The Kryl Silver Marketer Award is named for Susan Kryl, an influential multi-term CADM past president, whose dedication to the Chicago Multichannel Response Marketing Community during her career has set the standard for this award. This prestigious award recognizes up to three individuals for their career path and business leadership skills, their active participation in the multichannel response marketing community, and the guidance and mentorship they have provided to current and future multichannel response marketers during their 25+ year career.

The **Emerging Leader (EL) Award** recognizes up to five young professionals with between two and eight years of experience, who have already made a difference in their company and Chicago's multichannel response marketing community. The 2017 honorees are:

Casey Gold, Engagement Strategist, AbelsonTaylor

Meredith Goodspeed, Account Supervisor, FCB Chicago

Dan Killian, Account Director, FCB Chicago

Jackie Wishau, Account Director, CBD Marketing

MaryLynne Zimmerman, Business Development Manager, Precision Dialogue Direct

The **Pat Wheelless Mentor of the Year** this year honors two CADM members for making an outstanding commitment to being a positive influence in the life and career of others and by mentoring the next generation of professionals.

Frank Ottolino, Managing Director, Digital People

Phyllis Reda, Chief Creative Officer, Ami Marketing

This award is named for 1996-97 CADM past president, Pat Wheelless, who is known for her generous spirit and exemplary mentoring skills. Pat founded The Wheelless Group and was later a consultant to the Wheelless/Bennett Group.

Brad Schwab, Principal of the Schwab Group, was honored as the **Natalie P. Holmes Volunteer of the Year**. This award recognizes a CADM member who has

made an extraordinary contribution of time and talent to CADM and to our multichannel response marketing community. This award was named for the association's former executive director who retired in 1992 after 20 years of service with CADM.

About CADM

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

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