Introducing the Future (Leaders) of Insights.

GreenBook
GRIT FUTURE LIST

Presented by
Colleen Kennedy, Senior Marketing Manager

Supported by
Ken Yanhs, EVP Global Marketing
Where it all started: The GRIT Report

First: The GRIT Top 50 list → Now: The GRIT Future list

• New Speaker track, IleX startup competition, etc.
Why?

• Give current leaders and executives perspective on who could be their next

• Inspire, support, and celebrate young generation

• Find out who is paving the way in consumer insights

• Young professionals are key to fresh ideas and values
The Next Generation of Leaders

- Annual list and award program for young professionals
- Reviewed and identified by expert panel of judges
- Features most prominent up-and-coming names
- Featured in Q3-Q4 GRIT Report
Who will be recognized?

- Marketers
- Researchers
- Scientists
- Brand managers
- Insights entrepreneurs
**A GRIT Future leader is...**

<table>
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<tr>
<th>Passionate</th>
<th>Collaborative</th>
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<td>Driven</td>
<td>Strong leadership</td>
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<td>Inspired (or inspirational)</td>
<td>Someone who holds high value for relationships</td>
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<td>Dedicated to the industry</td>
<td>Committed to profession growth</td>
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Judging Panel

Anouar El Haji
Verylinx

Ivy Esquero
WE Communications

Jeff Krentz
Kantar

Kristi Zuhlke
KnowledgeHound

Jacob Ayoub
SalesForce

Steve Phillips
Zappi

Lukas Pospichal
GreenBook

Kate Hooper
Women’s World Banking

Gregg Archibald
Gen2 Advisors

Kristin Luck
Luck Collective
Nominate a colleague

• Submit a short nomination form: www.greenbook.org/grit

• Nominee will be contacted with full application

• Nomination deadline: September 14

• Judging panel to review

• Full list in GRIT Q3-Q4 this Fall
Prizes!

- Annual pass to all IleX events
- Companion pass to an IleX event
- Pass to one Zappi Insider event
- Profile published in Q3-Q4 GRIT Report
- Recognition on this stage next year
- Feature in GB Blog post
Questions?

Drop us a line:

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To the future (leaders) of insights!