

Jury President Biography

Jury type: Creative Effectiveness
Name: Hephzibah Pathak

Biography:

Hephzibah Pathak is currently Global Brand Head and a member of the Ogilvy India Board. She has lived advertising for nearly 22 years, 18 of these years have been with Ogilvy. Prior to her current role, she was national Advertising Head and ran Ogilvy Mumbai, Ogilvy's flagship office for nearly 5 years.

Ogilvy Mumbai has been the most awarded agency office in India for both, creativity and effectiveness for years. And has been the biggest contributor to Ogilvy India's growth and reputation.

Ogilvy Mumbai was Office of the Year (India and Subcontinent) consecutively in 2009, 2010 and 2011 at the Campaign Asia Pacific Agency of the Year Awards.

The Ogilvy Mumbai office was named 'The most Effective Individual Agency Office in Asia Pacific and 2nd Worldwide' in 2011. (Effie's Effectiveness Index developed by Effie Worldwide & WARC, announced at Cannes, June 2011). It was Agency of the Year at the Indian Effies numerous times.

Before she became the head of Ogilvy Mumbai, Hephzibah ran the Orange/Hutch/Vodafone brand nationally. She managed the migration from Hutch to Vodafone across the 23 telecom circles in India, one of the most complex and challenging jobs she believes she has done.

She has worked across a plethora of brands like Cadbury, Cadbury Bournvita, Ponds, Dove, Close Up, Brooke Bond, Lakme (from the Unilever stable), Coke, KFC and Pizza Hut to name a few.

Hephzibah is also a committee member of the Advertising Standards Council of India, an industry self-regulatory body.

Her colleagues know her for her love of music, movies and literature. She has seen (and forced her husband to see) "Gone with the Wind" many, many times. And when she has to get away from it all she spends Sunday afternoons curled up with the likes of "The Count of Monte Cristo". (Though it all seems a blur these days because of her steadfast refusal to wear glasses.)

A speech by Steve Jobs, which she read a few years ago, before things got blurry, changed her outlook on life. She attributes much of the good stuff that has happened to her to adopting his motto: "Stay Hungry, Stay Foolish."