

Jury President Biography

Jury type: Direct, Promo & Activation, Interactive and Mobile
Name: PJ Pereira

Biography:

PJ Pereira has achieved a career-long list that includes over 100 international awards including 4 Grand Prix at Cannes, an Emmy, and has authored a best-selling trilogy of books which is now in negotiations for a movie deal.

In 2015, Pereira was named the top CCO in ADWEEK's Creative 100 for his prowess in content.

Pereira & O'Dell is the first agency to win an Emmy for branded content against regular programming. His company operates under the mantra "What if advertising were invented today?" which alleviates all distinctions between forms of media as the agency is constantly looking at the tools they are given to tell a story.