

## Robin Shapiro, EVP/CCO, CAHG: Chairperson - The Global Awards Advisory Board; Executive Jury

NEW YORK CITY, US: The Global Awards World's Best Healthcare & Wellness Advertising appointed Robin Shapiro as chairperson of the Global Awards Advisory Board and Executive Jury.



Shapiro is EVP, Chief Creative Officer for CAHG, and serves as the US Healthcare Professional (HCP) Hub Leader for the TBWA\WorldHealth global network. As Chairperson-elect, Shapiro will guide the board and jury and, under her leadership ensure that the competition addresses the needs of the worldwide healthcare communication industry.

Shapiro will succeed outgoing Global Advisory Board Chairman, Tom Domanico, Draftfcb Healthcare Chairman Emeritus. During his five-year term as Global Awards Chairman, Domanico launched multiple initiatives which generated prominence for the competition and expanded the international reach of The Global Awards.

Shapiro brings a wealth of experience to her new position, and her reputation as a respected thought leader in the industry will engage the healthcare and wellness advertising community. As Global Awards Chairperson she will head the Advisory Board and Executive Jury, and guide The Global Awards' judging process while ensuring that the competition addresses the needs of the healthcare communications industry.

Shapiro oversees creative efforts at CAHG and is responsible for building and upholding the agency's creative reputation. Under her leadership, the agency has created many globally recognized creative campaigns--campaigns that have helped catapult brands to market dominance and accrued multiple prestigious industry awards along the way. Shapiro also serves as US HCP Hub Leader for TBWA\WorldHealth, a leading global healthcare network within TBWA Worldwide and Omnic Group.

The Global Awards® are now open for entries. Entries submitted before 30 June 2014: SAVE 10% using the code GPR2014. Deadline for entries is 31 July 2014. For more information or to enter visit the Global Awards website at [www.theglobalawards.com](http://www.theglobalawards.com) or contact the Global Awards organization directly at [info@theglobalawards.com](mailto:info@theglobalawards.com).