

IMANI ALBERT

Rising Star

ASSOCIATE STRATEGY
DIRECTOR, MOVERS+SHAKERS

As associate content strategy director at Movers+Shakers, Imani Albert's determination and growth mindset have aided the agency's success. This year, Albert headed the strategy that resulted in three significant new-business segments for M+S with major players TBS, 2K, and Lowe's. During this year's Super Bowl, Albert was the key player in promoting e.l.f. Cosmetics' second Big Game ad, including custom and reactive trend content. Although delivering strategic insights is among Albert's strengths, her drive and collaborative spirit have made her an impactful leader at M+S.

As a champion of diversity and inclusion, Albert strives to empower her colleagues by creating a safe space for learning and development.

"From the outset of my career, I recognized the power of building a strong network and surrounding myself with influential leaders and peers," Albert said. "I would not be where I am today without the guidance and mentorship of others. As a mid-level leader, mentoring up-and-coming talent is and always will be a priority for me. The underrepresentation of BIPOC talent in advertising motivates me to be a vocal advocate for diverse individuals across all industries." —G.N.P.



CHRIS VAN DER KLEED & JASON LANE

Rising Star

ASSOCIATE CREATIVE DIRECTORS, BBH USA

With their recent viral, award-winning creative campaigns, Chris van der Kleed and Jason Lane have helped Publicis agency BBH strengthen its creative offering. In less than two years at BBH USA, Lane and van der Kleed have become invaluable assets instrumental in developing three significant campaigns for two brands: Jif's "The Merger" (starring J. Smith-Cameron of Emmy-winning TV series *Succession*) and "Save the Celery," as well as Netflix's "The Price of Morals." Jif's "The Merger" garnered over 3 billion impressions and 155 media placements, exceeding J.M. Smucker's quarterly sales expectations.

"What you'll never get from Jason and Chris is

the creative solution you expect. Because their work doesn't just answer a brief, it transforms it—from a straightforward client request into an epic cultural opportunity you didn't see coming," said Erica Roberts, chief creative officer at BBH USA.

Lane and van der Kleed firmly believe that their success in advertising is indebted to their former and current mentors, and they endeavor to pay it forward to the next generation of young creative professionals. Thus, outside the agency, the duo's passion for mentorship is reflected through interactions with students and recent grads via agency visits and portfolio reviews. —G.N.P.

JUSTIN ROBERTS

DEIAB Advocate

GLOBAL HEAD OF CULTURE &
INCLUSION, KEPLER

During his seven-year tenure, Justin Roberts, the global head of culture and inclusion for marketing consultancy Kepler, has channeled his past experiences to transform corporate inclusivity at the company.

"I grew up in modest socioeconomic circumstances and have navigated some exceptionally challenging waters ... Those memories haven't left me, which makes my desire to have a positive impact on my community go well beyond the walls of Kepler," Roberts said.

He initiated the Kepler Academy, a free training program that empowers individuals from underrepresented backgrounds and helps them secure roles in digital marketing. The Academy has graduated over 450 students in five years, with 70% now employed in the marketing industry.

He's led the expansion of Kepler's employee resource groups (ERGs) to 10, empowering diverse voices within the agency's global community and fostering an environment of mutual respect and understanding. Roberts views success in the sense of employee well-being, retention, and performance.

"I know it's yielded what we aim for, when our people are provided for and their needs are at the center of our solutions," he said.

—C.D.

