

**ABOVE  
AND  
BEYOND**

A stylized white line graph on a blue background. The line starts at the bottom left, goes up to the word 'AND', then down to the word 'BEYOND', then up to the word 'ABOVE', and finally curves into an upward-pointing arrow.

# 2025 LOCAL WINNERS

**ABOVE  
AND  
BEYOND**



# **CULTURE AMBASSADOR**

CULTURAL AMBASSADOR

# MAFER CORTES

Sr Client Manager,  
Landor Mexico

Mafer lives and breathes her moto of "Igniting Culture with Heart." She is a "Culture Catalyst" with a deep passion for building connections and fostering a sense of family within the workplace. Mafer showcases this through team-bonding events and by creating emotional impact through kindness and appreciation, ensuring colleagues feel seen and valued.

LANDOR



CULTURAL AMBASSADOR

# JIYOUNG KIM

Designer,  
Landor New York

Jiyoung is dedicated to building a creative environment rooted in connection, belonging, and mentorship. Her contributions range from expanding Landor's external reputation and talent pool through student visits, to fostering our internal community through mentorship. Jiyoung's efforts consistently strengthen Landor's culture, supports new talent, and improves overall creative output.

LANDOR



CULTURAL AMBASSADOR

# SARAH NAJID

Global Marketing  
Director, CBA Paris

Sarah's unwavering belief that "people are the most important part of a business." has led her strategic initiatives, that have not only navigated significant organisational change, but have driven improved employee engagement, global cohesion, and tangible business growth.



CULTURAL AMBASSADOR

# AMAIA AZANZA

Marketing Manager,  
Landor Paris

Amaia is known as an "excellence booster" and "connector," driven by a passion for fostering a vibrant, connected, and proud work environment. Amaia has implemented various initiatives to enhance team spirit and belonging - Her efforts aim to ensure that Landor is not just a workplace, but a community where people feel valued and inspired.

LANDOR



CULTURAL AMBASSADOR

# SIDDHANT NAYAK

Client Director,  
Landor Hamburg

Siddhant emphasises that culture is not a "side project" but the "engine that powers everything" – creativity, commercial success, and personal growth – and runs best when every part is connected and moving in sync. Siddhant is focused on building culture from the inside out through shared experiences and open communication

LANDOR



CULTURAL AMBASSADOR

# NATASHA RODD

Client Coordinator,  
Landor Hamburg

Natasha has been a driving force in creating a positive, collaborative, and supportive work environment. She's fantastic at fostering team spirit, respect, and open communication. Natasha lives and breathes Landor's manifesto, making a real positive impact to her colleagues and the business.



CULTURAL AMBASSADOR

# MADDALENA ESTERI

Sr Client Manager,  
Landor Hamburg

Maddalena demonstrates brilliantly how to balance growing revenue with fostering an amazing culture! Maddalena leads on various initiatives within her studio, such as organising social and sporting events and strengthening the "sharing is caring" spirit within Landor Hamburg.



CULTURAL AMBASSADOR

# PETER LOWEN- JENNER

Design Director,  
Landor London

Peter believes that a strong culture is the foundation for all success and has focused his efforts on enhancing it across Landor London. Peter fosters team bonding and professional development within his local studio by organising opportunities for collective learning, sharing, and human connection.

LANDOR



CULTURAL AMBASSADOR

# TOSH GOLDSPINK

Strategic Growth Director,  
Landor London

Tosh fosters a positive culture through sharing knowledge and building strong relationships. He acts as a role model for juniors, mentoring emerging talent and guest speaking at universities. Tosh is a connector within Landor, as well as an advocate for Landor's brand and values.



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# **CLIENT EXCELLENCE**

# VEDIKA SONI

Sr Growth Manager,  
Landor Delhi

Vedika's approach emphasises a "client-first strategy," involving meticulous management of high-stakes pitches, strategic qualification of leads that identifies untapped potential to expand project value. Vedika has also contributed internally by mentoring interns, streamlining processes, as well as contributing to the APAC Culture Task Force and the India Future Leaders Team - reflecting her commitment to Landor's growth and culture.



# AAKANKSHA SHAH

Design Director,  
Landor GDS

Aakanksha's core approach to client excellence is built on establishing strong relationships, becoming a trusted advisor, and translating business challenges into creative opportunities. She emphasises listening with intent, solving with empathy, and fostering trust through proactive problem-solving and transparent communication, especially in high-pressure situations.



# SAHIL AHUJA

Senior Designer,  
Landor GDS

Sahil consistently delivers client excellence, demonstrated by his ability to adapt to diverse cultural nuances, and transform ambiguity into clarity, earning recognition from peers and clients alike. Sahil is a creative partner who not only delivers great design but also builds strong, resilient client relationships based on intent and integrity.



# NADIA SIGIT

Sr Client Manager,  
Landor SEA

Nadia successfully ensures clients perceive her not merely as a project manager, but as a trusted partner who can deliver impactful outcomes, influence creative direction, and represent the full strength of Landor. She achieves this by combining sharp thinking with emotional intelligence, leading with empathy, clarity, and local fluency.



# SHANNON REILLY

Client Manager,  
Landor Chicago

Shannon is driven by a passion for connecting with people and making things happen! Shannon is known for her reliability, proactive problem-solving, and dedication to building strong client and team relationships. Her colleagues praise her as a "true superhero" for her positive attitude and collaborative spirit!



CLIENT EXCELLENCE

# JULIA ADDIS

Sr Client Manager,  
Landor Chicago

Julia immerses herself in her clients' brand portfolios, enabling her to accurately guide creative teams, anticipate client needs, and consistently deliver above-and-beyond service, thereby adding significant value and strengthening trust.



# NATALIE SISLER

Designer,  
Landor Chicago

Natalie has demonstrated an unwavering dedication to client excellence, proactive problem-solving, and a remarkable ability to foster strong client relationships. Her work is characterized by strategic insight, creative execution, and a commitment to delivering beyond expectations, often under tight deadlines.



# FLETCHER HARTMAN

Manager, Naming & Verbal  
Identity,  
Landor New York

Fletcher has a strong reputation for stepping up in critical situations. His unwavering dedication and proactive approach, enables him to anticipate client needs and identify roadblocks. Fletcher is consistently praised for his ability to deliver exceptional work, especially under pressure, and for his strategic insights that go beyond the initial brief.



# MADDY FEENEY

Growth Director,  
Landor New York

Maddy is recognized as an "indispensable lynchpin" for solving complex client challenges and fostering business growth. Maddy embodies a philosophy of unwavering dedication, teamwork, and passion – She is praised for her proactive approach, strategic thinking, and ability to build strong, trusting relationships that drive measurable results that elevate Landor's reputation.



# FATMA GURDAL

Business Director,  
Landor Geneva

Fatma consistently transforms complex client challenges into significant brand-building wins, demonstrating exceptional client focus, strategic problem-solving, and advocacy. Her impact is clearly demonstrated through her revenue generation, successful new business wins, and her ability to deepen existing client relationships – all whilst continuing to nurturing a supportive team culture!



CLIENT EXCELLENCE

# GÜLİZ ERKUT

Sr Client Manager,  
Landor Istanbul

Güliz has integrated her client-first mindset and extensive multi-sector experience to build trust, proactively solve problems, and advocate for clients. Her approach is characterised by a deep understanding of client objectives, exceptional service, and the ability to manage complex, multi-market projects effectively.



# RACHEL WILLIAMS

Strategy Director,  
Landor London

Rachel demonstrates a transformative approach to client relationships, she prioritises strategies that are both creative and operational, creating lasting value for both our clients and Landor. Rachel is known for her fearless approach, strategic rigor, and creative brilliance, consistently delivering work that makes a "marked difference" and nurtures powerful client advocacy.



# GIADA POLINI

Client Manager,  
Landor Milan

Giada is highly valued for her collaborative spirit, curiosity, and humility, which enable her to build deep trust and effectively manage high-profile clients. Giada excels at transforming challenges into opportunities, consistently delivering exceptional client satisfaction and driving significant business growth.



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**FUTURE  
INNOVATOR**

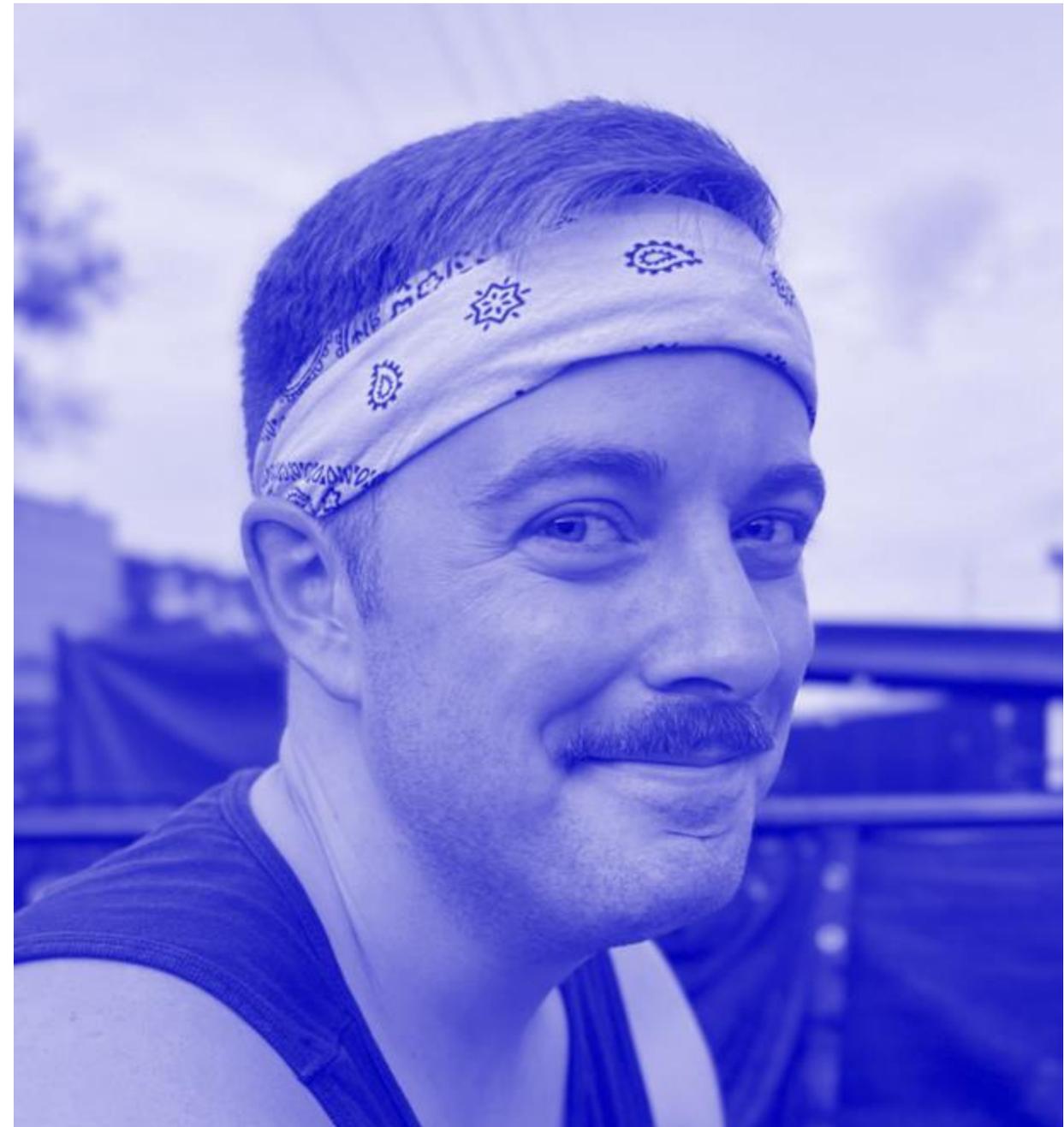
FUTURE INNOVATOR

# ASA FOSTER

Lead Fabricator,  
Deeplocal, Pittsburgh

Asa operates at the intersection of physical design, emerging technology, and entrepreneurship! Asa has significantly improved workflows, led large-scale fabrication projects, and innovated through custom coding and automation – all whilst consistently delivering high-quality, adaptable, and creative visions to life.

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FUTURE INNOVATOR

# SOFIENE EL KEBIR

Strategy Director,  
Landor Dubai

Sofiene aims to instil a culture of bold, creative thinking within Landor. Sofiene focuses on creating regional creative excellence, accelerating innovation and empowering colleagues with new tools and training. He fosters a collaborative, inspiring work environment to help position Landor Dubai as a leader in global innovation.



FUTURE INNOVATOR

# KYLA GU

Designer,  
Landor London

Kyla has advanced Landor's capabilities by integrating creative coding into branding. Leveraging her expertise in generative design, interactive systems, and visual storytelling, she developed custom generative tools to address key challenges in design scalability, accessibility for non-designers, and efficiency by automating repetitive tasks.

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FUTURE INNOVATOR

# JACK HOAC

Designer,  
Landor Mexico

Jack is driven by a passion for pushing creative boundaries and integrating new technologies into his work. Jack's approach has not only secured new projects and won pitches, but has also empowered clients with dynamic, future-ready brand identities. As well as this, Jack has also fostered a culture of experimentation and shared learning within the Mexico studio.

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# **AI CHAMPION**

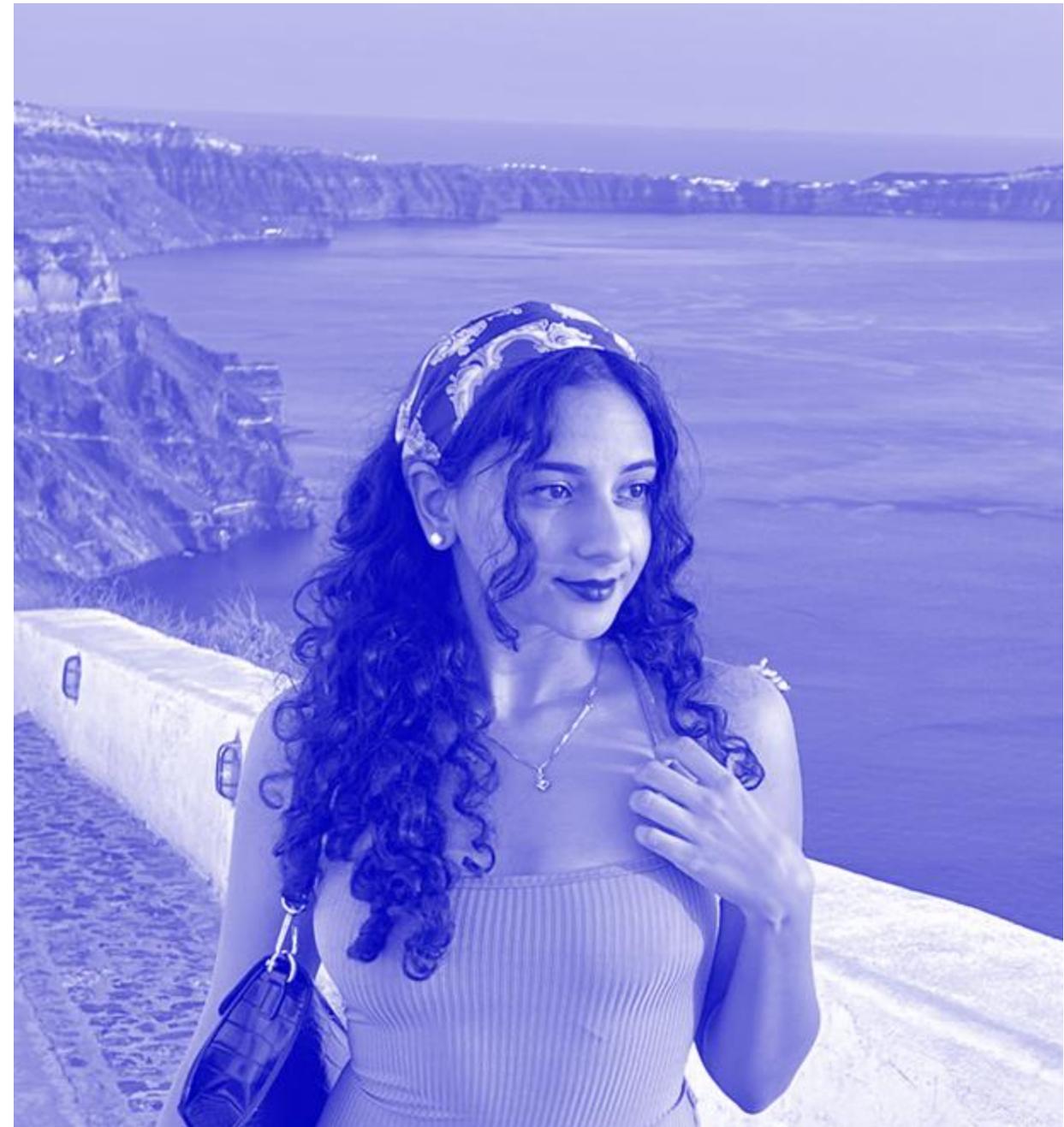
AI CHAMPION

# SIMRAN CHOPRA

Designer,  
Landor Mumbai

Simran actively advocates for AI by hosting activities, conducting teaching sessions, representing Landor at external events, and collaborating with colleagues to explore new AI tools. Simran leverages AI in her work to enhance storytelling, identity elevation, to visualise experiences and spaces, and optimise production processes. Her efforts contribute to increased AI adoption across Landor and collaboration within the Landor AI Champions community.

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AI CHAMPION

# GIULIO VESCOVI

Senior Strategist,  
CBA Spain

Giulio has, transformed his personal "late-night AI experiments" into core strategic innovation, leveraging his five years in strategic branding, and a deep curiosity for technology, to launch over 20 custom AI agents. Giulio has also expanded AI learning amongst his colleagues at CBA through various workshops and demos.



# COLIN MILLER

Exec Creative Director,  
Deeplocal Pittsburgh

Colin has structured an approach to integrate generative AI tools into the creative process. Colin has focused on transforming AI from a novelty into a practical tool for concept sketching and visual development. His approach has made AI accessible to the entire creative team, significantly improving efficiency, collaboration, and the quality of visual development.



AI CHAMPION

# MEREDITH POST

Creative Director,  
Landor Cincinnati

Meredith spearheads initiatives to integrate generative AI tools into the creative process. Meredith's efforts have led to increased efficiency, improved visual quality, and secured new business by leveraging AI for compelling visualizations in brand creation and packaging design.

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AI CHAMPION

# NATALIA CANELLA

Designer,  
Landor Chicago

Natalia has pioneered strategic integration of AI into creative processes. She has effectively leveraged AI to generate impactful visuals, enhance storytelling and presentation efficiency. Natalia has also emerged as an "AI Champion" within Landor, actively guiding and mentoring colleagues on best practices, fostering broader AI adoption.

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AI CHAMPION

# RICHARD COOK

Copywriter,  
Landor London

Richard began by exploring AI for copywriting, then quickly moved into visual generative AI, developing bespoke model training for brand aesthetics and custom AI concepts. Richard spearheaded major internal initiatives like "AI Immersion Month" and "AI April," educating and inspiring a global audience across Landor on the practical application of AI tools.

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AI CHAMPION

# EMILIO LA MURA

Designer,  
Landor Milan

Driven by a passion for problem-solving and pushing technical limits, Emilio has pioneered AI adoption. Within his studio, he actively advocates for and experiments with a wide range of AI tools, from accessible platforms to complex frameworks. He has successfully applied AI to significant client projects, developed custom AI agents to overcome technical limitations, and, as an AI Champion, trained colleagues on the use of AI tools.

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