

2025 WINNERS

INNOVATOR OF THE YEAR

	Client-Side Marketer	Marketing Solutions Provider
Gold	Louise Cotterill <i>Senior Director</i> <i>Insight and Intelligence</i> Kellanova	Mitsunaga Kikuchi <i>Founder and CEO</i> Shirofune
Silver	Deepak Madhavan <i>Chief Architect</i> Mattel	Trinadha Kandi <i>MarTech Transformation Leader</i> Deloitte Digital

INNOVATIVE TEAM OF THE YEAR

	Client-Side Marketer	Marketing Solutions Provider
Gold	Dell AdTech Team Dell Technologies Inc.	Brandtech's Gen AI Team The Brandtech Group
Silver	NFL Martech Team National Football League	Later Product Team Later