

Marcia Goddard announced as LIA 2018 Medical jury president

Goddard's passion and leadership have contributed to McCann Health becoming one of the most creatively awarded healthcare communications networks in the world. She inspires the creative minds at McCann Health to generate boundary-pushing, idea-centric creative work that is both strategically sound and consistently recognised by industry accolades.

Goddard's extensive category and customer knowledge has enabled her to form exceptionally strong client partnerships and she is dedicated to using that knowledge to helping her clients' brands and businesses play a meaningful role in people's lives.

On presiding over the Medical jury, Goddard stated, "It's an exciting time to be in healthcare. The work is the best it has ever been and shows like LIA continue to challenge the category. I'm proud to represent this jury, view the incredible work, and raise the bar on idea-centricity around the world."

Barbara Levy, LIA president stated, "This jury is extremely experienced in the area of medical and healthcare. So, they have a great handle on work that surpasses what is good; they will award work that breaks boundaries despite the heavy restrictions regarding communications on medical and healthcare."

The rest of the Medical jury include:

- Chris Chappell, executive creative director, Ogilvy Healthworld, London
- Tim Jones, creative director, Havas Lynx Europe, Manchester
- Martin Martinez, executive creative director, Tank, Montreal
- Alison McConnell, chief marketing officer, Publicis Health Media, Chicago
- Brett O'Connor, founder/ECD, VCCP Health, Jody Van Swearingen, SVP/creative director, AbelsonTaylor, Chicago, London



Marcia Goddard, chief creative officer at McCann Health NJ.

All companies and/or individuals involved in the creative process are eligible to enter. Work submitted must be broadcast, published or released in a commercial environment with client approval between 1st July 2017 and 31st July 2018.

The LIA Entry System is now accepting entries. Click [here](#) for more information.

For more, visit: <https://www.bizcommunity.com>