

# Tash Whitmey, Emad Tahtouh are Lions Innovation presidents

Tash Whitmey and Emad Tahtouh have been appointed as presidents of the Creative Data and Innovation Lions juries respectively.



Tash Whitmey

Tahtouh, director of applied technology at Finch said "I am looking forward to Cannes this year with a nervous anticipation and excitement as to how the creative world has either further developed or utilised technologies.

"While technology continues to grow at an exponential rate, so too do the creative executions that either support or utilise them. In the last 12 months, we have witnessed yet another technology explosion in various areas. VR/360 film, wearables, biotech, electric vehicles, amongst many more, continue to boom and become more and more powerful each day. I am confident that this year the jury will set a new benchmark for what our industry considers true innovation."

The Creative Data Lions have evolved for 2016. New categories have been included to recognise smart problem solving through the creative use of data, including data-driven targeting and business-to-business data solution.

Whitmey, CEO Havas helia, commented, "As the role of data in marketing becomes more widely known and accepted, welcomed even, we need to celebrate but also provide guidance to an industry that begins to understand how data can effectively help as part of the creative process. It is clear to me that data is the future of marketing. As such, the jury need to look for brilliant examples of how data has been used to inform and inspire creativity in a way that delivers insightful and helpful solutions, with business changing results."



Emad Tahtouh

Lions Innovation takes place across 21-22 June 2016. The Awards Ceremony will see both presidents reveal and honour this year's winners, drawing a two day festival of technology, data and start-up focused content to a close. Philip Thomas, CEO, Lions Festivals, said "It is clear that Emad and Tash have a strong grasp on the realities of their industries and as such it would be a definitive year for the Innovation and Creative Data Lions."

Cannes Lions has now opened for entries, accepting submissions into all 23 categories. For more information, go to [www.canneslions.com](http://www.canneslions.com).