

THE SHOW 2020 JUDGES



ANNA KATE ROCHE
CREATIVE DIRECTOR

ANNA KATE ROCHE IS A CREATIVE DIRECTOR AND WRITER WITH OVER A DECADE OF AGENCY EXPERIENCE ON BOTH COASTS, WORKING WITH BRANDS LIKE APPLE, GAP, VOLKSWAGEN, AMERICAN EXPRESS, AND MORE. SHE LEFT THE FULL-TIME WORLD OF ADVERTISING IN 2017 TO START HER OWN COMPANY WITH A PARTNER, AND SHE ENJOYS FREELANCE CREATIVE DIRECTING IN BETWEEN GROWING THAT COMPANY. ANNA KATE HAS TWO FIRST NAMES, TWO DOGS, AND ENJOYS TRAVELING BOTH FOR WORK AND FOR FUN. SHE IS ORIGINALLY FROM MACON, GEORGIA, BUT HAS LIVED IN NEW YORK (LOVED IT), LOS ANGELES (NOT SO MUCH), AND NOW CHICAGO (JUST RIGHT).



KRISTEN BEASLEY
CREATIVE DIRECTOR

KRISTEN BEASLEY HAILS FROM DETROIT, SO DON'T BE FOOLED BY HER PETITE STATURE. SHE KNOWS HOW TO MAKE HERSELF HEARD. AND DRAW ATTENTION TO A BRAND. AN ACCOMPLISHED ART DIRECTOR WITH MULTIPLE ACCOLADES AND AWARDS, BEASLEY LEAVES IN HER WAKE A TRAIL OF PARTNERS WHO SING HER PRAISES, AND PRAISE HER SINGING. IN ADDITION TO ADVERTISING, SHE IS ALSO INTERESTED IN FINE ARTS, DESIGN, AND EXPANDING ON HER CAPABILITIES IN BOTH FOR AS LONG AS POSSIBLE.



LUIS ANTEZANA
DIRECTOR
OF STRATEGY

LUIS ANTEZANA LIVES FOR CREATING CONNECTIONS AND EXPERIENCES. AS DIRECTOR OF STRATEGY & TECHNOLOGY AT CROWN, A STRATEGIC CREATIVE AGENCY, HE USES A COMBINATION OF BRAND, CREATIVE, CONTENT, AND SOCIAL STRATEGIES TO SHAPE THE STORIES THAT DIFFERENTIATE, RAISE INTEREST, AND INCITE ACTION FOR CLIENTS THAT CURRENTLY INCLUDE INTUITIVE SURGICAL, THE LEADER IN ROBOTIC-ASSISTED SURGERY, AND (OF COURSE FOR A SEATTLEITE) VARIOUS UNITS OF AMAZON. WHILE PREVIOUSLY SERVING AT MRY, CREATURE US/UK, AND DIGITAL KITCHEN, FOLLOWED BY A RANGE OF SEATTLE SHOPS AS A FREELANCER, LUIS HAS WORKED ON MAJOR BRANDS INCLUDING UNDER ARMOUR/TB12, T-MOBILE, EMC/DELL, INTEL SECURITY, MICROSOFT, COCA-COLA, ACCENTURE, FLUKE NETWORKS, BILL GATES'S BGC3, AND SEATTLE'S BEST COFFEE. HE'S ALSO THE PRESIDENT OF THE SEATTLE CHAPTER OF THE AMERICAN ADVERTISING FEDERATION.



MATT BURGESS
GROUP CREATIVE
DIRECTOR

BORN IN THE FUNNIEST CITY IN AMERICA—MANKATO, MN*, BURGESS JOINED WONGDOODY IN 2016 AND IMMEDIATELY HELPED LEAD IT TO ADAGE SMALL AGENCY OF THE YEAR FOR 2017. MORE RECENTLY, HIS WORK HAS RECEIVED 2019 GRAPHIS SILVER FOR HONDA POWERSPORTS. HE'S JUDGED THE 4A'S PARTNERSHIP AWARDS AND CHICAGO'S ADDY'S IN RECENT YEARS. BURGESS HAS BEEN RECOGNIZED BY THE ADAGE, ADFED/THE SHOW/NATIONAL ADDY'S, ANDY'S, CLIOS, COMMUNICATION ARTS, EFFIES, GRAPHIS INTERNATIONAL, GUNN REPORT, LUERZER'S ARCHIVE, MALIBU INTERNATIONAL FILM FESTIVAL, OBIES, PRSA, RADIO MERCURY AWARDS, SATURDAY NIGHT LIVE, WALL STREET JOURNAL, AND YOUNG GUNS INTERNATIONAL. BURGESS LIVES AND LOVES IT, IN HERMOSA BEACH, CA, WITH HIS WIFE, DAIDRE, AND TWO CHILDREN, SLOANE AND LIAM.

*ACCORDING TO HALLMARK, THE AUTHORITY ON HUMOR.