



## STAND TOGETHER FOR DIVERSITY AND INCLUSION. THE 21<sup>st</sup> ANNUAL ROSOFF AWARDS

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**Tuesday, MAY 23**

**BOSTON, MA** – Last night, The Ad Club celebrated the 21<sup>st</sup> annual Rosoff Awards, the region’s premier diversity awards celebration, at the State Room. Along with Presenting Partner, Liberty Mutual Insurance, The Ad Club was joined by over 350 business professionals.

The evening started on a dramatic note as the celebrated contemporary dance company Luminarium, noted for its unique combination of dance and light, began a performance that surprised guests at the cocktail reception and lead them into the great room for dinner. The dance, choreographed to the Stand Together for Diversity and Inclusion theme of the awards was titled “Rising” and it continued on the stage once the guests were seated.

President of The Ad Club, Kathy Kiely, kicked off the celebration by telling the crowd that “Stand Together, the theme for this evening was inspired by the voices we hear during challenging times. Tonight we stand with the leaders who are bold and creative thinkers. Leaders who stand for equal pay, equal opportunity and mutual respect and won’t stand for anything less”.

The Rosoff Awards recognize leaders who embrace diversity and recognize that it will take them to the edge of innovation, inspiration and excellence. Randa Newsome, VP of Human Resources and Global Security, accepted the Rosoff Visionary award for Raytheon. Randa says that the policies "start at the top" with the conviction that “it takes changes to process, culture and accountability to ensure an environment where every employee and candidate for employment can envision their whole self thriving and succeeding. That is an imperative given our need to attract and retain the best talent for the important work we do.”

The recipient of this year’s Champion of Change Award is David E. Casey, VP of Workforce Development and Chief Diversity Officer , CVS Health. His mission is to integrate diversity and inclusion efforts into everything CVS Health does as a way to fulfill the company’s purpose of helping people on their path to better health.

Everette Taylor, a 26 year old marketing executive and serial entrepreneur with a not so typical background was the keynote speaker. A shining star of the Silicon Valley tech universe, he’s come a long way and overcome many obstacles to get where he is today. Now Taylor invests a lot of energy trying to reverse gender and racial disparities in the industry, especially as women and people of color navigate the game.

The evening capped off with the presentation of awards, emceed by Shayna Seymour, WCVB NewsCenter 5, and Co-anchor, Chronicle. This year’s Honorees were selected in three categories.

2017 Rosoff Awards Honorees

**Companies** who are showing corporate America how it’s done by embracing diversity as a movement not a mandate:

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Akamai Technologies Biogen Dell EMC State Street Corporation

**Individuals** who are willing to shake things up and lead the charge for diversity within their organization: Mike Boston, Founder, Mobile Stü at A&G Adam Foss, Former Assistant District Attorney, Suffolk County District Attorney's Office Jody Rose, Executive Director, New England Venture Capital Association

**20-Something** -year-old who is shaking up the old notion of diversity and leading the way for his generation: Justin Kang, Executive Director, City Awake

To learn more about the 2017 Rosoff Awards: <http://theadclub.org/rosoff2017/>

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### **ABOUT THE AD CLUB**

The Ad Club is the trade association for the New England marketing and communications industry. Focused on networking, education, professional development, advocacy, and diversity, The Ad Club presents over 30 events and programs every year. Legacy events like the Hatch Awards, Media Auction, and Rosoff Awards run side-by-side with the latest in new media and the digital landscape. The Ad Club's membership represents the best in class advertising agencies, media companies, and brands in the New England region. For more information on The Ad Club visit [www.adclub.org](http://www.adclub.org).