

FUTURE LEADER AWARDS

DIGIDAY G L O S S Y **ModernRetail** **worklife**

Future Leader Awards 2022

Digiday Media is honored to recognize the winners of the **2022 Future Leader Awards**. Our 10 winners – representing brands, agencies, publishers and tech providers – are all taking their organizations to the next level, leading with innovation and empathy in mind.

In addition to leading the charge for change within their own companies, this year's winners are taking extra efforts to spur

transformation across industries and empower others to be changemakers in their own spaces.

This guide highlights each of the 2022 Future Leader Award winners. Read on to learn about their work and accomplishments, as well as insight into why they were selected as winners this year.

Glossy Future Leader - Fashion

Olivia Landau
CEO and co-founder
The Clear Cut

The work

As a fourth-generation gemologist and diamond expert, Olivia Landau started The Clear Cut as an educational blog to teach others how to shop for diamonds. Soon, she was receiving requests for bespoke diamond rings, and so a direct-to-consumer diamond jewelry business was born. With its own tech platform, The Clear Cut provides customers with access to gemologists and guides them through the design process.

The impact

With her expertise and vision, Landau has led The Clear Cut to more than \$15 million in sales and 200% year-over-year growth. By combining a luxury experience with scalable, tech-enabled human expertise, she's rewriting the DTC model and injecting some much-needed innovation into the diamond industry.

The future

In an effort to modernize the out-of-date practices that are common in the diamond industry, The Clear Cut adds much needed diversity to the milieu with its team of female gemologists. Landau also founded The Clear Cut Scholarship to fund the gemology education of a young woman of color.



Glossy Future Leader - Wellness

Priyanka Jain
co-founder and CEO
Evvy

The work

After learning that the vaginal microbiome is the cause of many common health conditions in women and the number one reason they go to the OBGYN, Priyanka Jain was determined to learn more. Unhappy with the lack of accessible information on the topic, she created Evvy with the mission of helping every person with a vagina understand their bodies better and spearhead rigorous research into the vaginal microbiome and its role in overall health.

The impact

Jain's work has always been driven by a desire to increase inclusivity and ethics. Before founding Evvy, she was head of product at Pymetrics, a tech company that leverages behavioral science and AI to make talent matching a more fair practice. Now with Evvy, her work is helping close the gender health gap.

The future

Through Evvy, Jain is contributing to the important work of lessening the stigma associated with speaking openly about vaginal health, even with healthcare providers. And Jain is also doing similarly important work outside of her company, such as her spokesperson role for the United Nations Foundation's Girl Up campaign.



Glossy Future Leader - Beauty

Enrico Frezza
founder & CEO
Peace Out Skincare

The work

Enrico Frezza created the now number-one best-selling acne treatment brand at Sephora with no background in science or dermatology, only the will to overcome his own skin struggles. After three years of research and 14 prototypes, Frezza created the first-ever hydrocolloid acne dot, now a staple in any skincare toolbox. Taking advantage of his unconventional path to the skincare industry, Frezza continues to lead the development of groundbreaking products.

The impact

Since starting Peace Out, Frezza has launched six industry-first products that approach skincare concerns in unique ways. His innovative vision has led the brand to consistent yearly sales growth – estimated to be more than 90% in 2021 – and an ever-expanding retail footprint.

The future

Considered a Gen Z whisperer, Frezza is using his knowledge on the generation to lead Peace Out into a new market: Anti-aging. Knowing that this cohort is driving sales of products in this niche in order to prevent wrinkles in the future, Frezza is forging a path in this space while maintaining the youthful marketing approach that has made Peace Out a success.



Digiday Future Leader - Technology Provider

Jessica Peterson
brand strategist of
customer success
BlueOcean

The work

In her role at BlueOcean, Jessica Peterson's work has resulted in product adoption and customer growth, while also revolutionizing and modernizing how companies lead their marketing initiatives. Peterson is dedicated to uncovering opportunities and empowering customers to make better-informed, more timely decisions to advance their brand and business strategies.

The impact

Since joining BlueOcean as the company's first customer success hire, she's made an impact by building the team and providing strategic support to more than 30 brands, making her responsible for retaining more than \$1.5 million in annual subscription revenue.

The future

By spearheading the development of BlueOcean's first Customer Success Playbook and the inaugural strategy onboarding and training program, Peterson is shaping the future of the organization.

BlueOcean

Digiday Future Leader - Publisher

Rachel Goldstein
head of industry technology
New York Times Advertising

The work

Rachel Goldstein's work focuses on identifying technologies and forming partnerships to enhance journalism and the Times overall.

Affectionately referred to by her colleagues as “the director of everything,” Rachel brings dynamic energy and strategic vision that are propelling the company forward.

The impact

The partnerships and technology Goldstein has brought to the Times have allowed the company to forge ahead into the future, while honoring its storied past. Her team's 5G collaboration with Verizon brings new technology to journalists to help them capture better images and transmit information more efficiently from the field to the newsroom, while the partnership with Google Cloud helped digitize more than 100 years of the Times's photo archives, making them more accessible and safeguarding their history.

The future

Goldstein has led her team to envision applications for their work that have positive benefits beyond business. A collaboration with Verizon Innovative Learning resulted in a program to provide under-resourced students with free access to the Times website — an initiative that was expanded to all high school teachers and students during the pandemic.

The New York Times

Digiday Future Leader - Brand

Nikki Coleman
head of people & operations
We Are Rosie

The work

When Nikki Coleman joined We Are Rosie as employee number one, she quickly proved her adaptability and initiative, being faced with tasks from how to set up an LLC to formalizing a payroll system. She still wears many hats, and the latest addition to her role as head of people puts her in charge of ensuring the best experience at every part of the employment lifecycle.

The impact

With a leadership style that can aptly be described as human-centric, Nikki is focused on implementing innovative policies and programs to help We Are Rosie employees do their best work and also live their best lives. By spearheading programs such as mandatory paid time off, pregnancy loss leave and mental health support alongside professional development and improved onboarding processes, Nikki constantly puts thoughtful leadership into practice.

The future

Having grown the We Are Rosie team to 43 employees, Nikki has formed partnerships to expand the company's ability to hire internationally and is setting an example for everyone by reenvisioning perks and benefits for more than 9,000 consultants that work with the company.



Modern Retail Future Leader – Digitally- Native Brand

Massimiliano Tirocchi co-founder and CMO Trafilea

The work

With a passion for how data-driven methods can drive sales, Massimiliano Tirocchi leads Trafilea's two in-house brands, Shapermint and Truekind, putting his values of optimism, ambition, responsibility and discipline at the forefront. With thoughtfully curated and designed products, positive messaging and philanthropic efforts, Massimiliano is leading the way toward the reinvention of the intimates industry.

The impact

Through his leadership, Massimiliano emphasizes the importance of Trafilea's focus on empowering women and encouraging body positivity. Since its inception in 2018, Shapermint has served more than 6 million customers and claims 18% of the shapewear market in the U.S.

The future

In 2021, Massimiliano grew his team from 180 to 400 employees and has taken initiative to create a shared sense of purpose and culture for the completely remote team as they work toward his goal of reaching \$1 billion in sales in the next few years.



Modern Retail Future Leader - Established Retailer

Raja Dhir
co-founder and co-CEO
Seed Health

The work

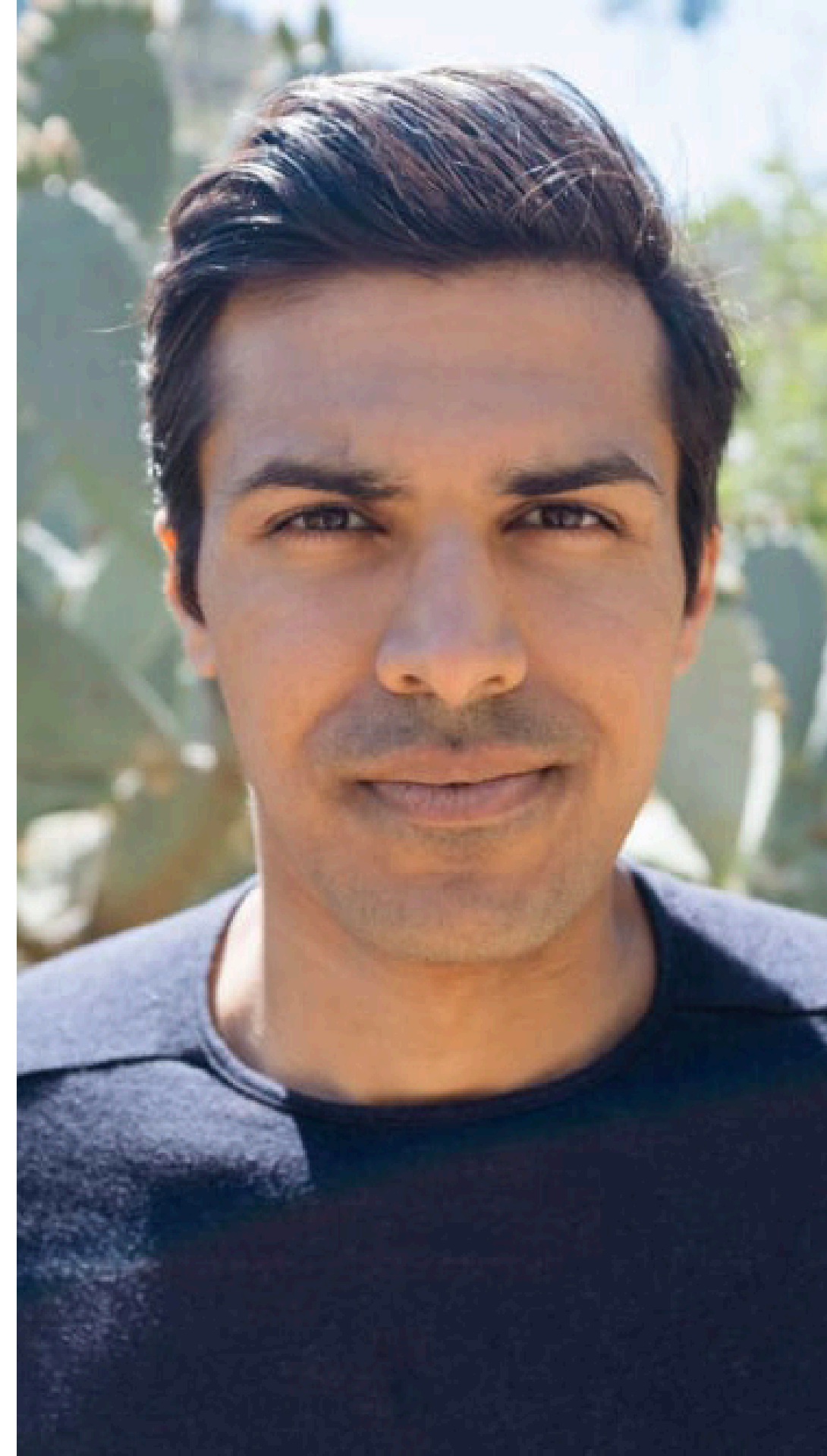
Based on his belief in bacteria's potential to improve the health of our bodies and our planet, Raja Dhir leads Seed Health's R&D programs, academic collaborations, technology development, clinical trial design and supply chain. Focusing on developments for consumer products and environmental solutions, Raja is leading his company and the greater scientific community in groundbreaking directions.

The impact

Through his scientific expertise, Raja has led Seed Health through clinical trials, funding rounds, exponential growth and the acquisition of an AI-digital health company. He has always kept the focus on science and the greater good, even making the decision to pause paid advertising during the pandemic to avoid any misinterpretation by the public about health-related products at a vulnerable time. And with subscriber numbers still rising during this time, Raja has shown the power of a well-researched and well-communicated product.

The future

Through the SeedLabs arm of the company, Raja is leading research into probiotics' potential to support threatened ecosystems, including how they can be employed to protect honeybee populations as well as restore and conserve coral reefs. And having led the way on taking the company carbon negative, he's published an open-source field guide for others who wish to take similar action.



Digiday Future Leader - Agency

Brittany Johnson
associate creative
director, art
Pace

The work

According to her colleagues, what sets Brittany Johnson apart is the creativity, vision and focus she brings to her work. As lead of the Pace Studio, a state-of-the-art facility and one-stop shop for all creative and media needs, Brittany manages all aspects of incoming projects across the company's portfolios, and as art lead, she gets to own projects from ideation to production.

The impact

Maintaining balance is tricky, but Brittany always manages to deliver creative that resonates with audiences and produces results for clients, all while serving as a mentor for internal team members. Brittany also took an instrumental role in keeping the studio open and safe during the pandemic, ensuring that the show could go on.

The future

Brittany consistently finds ways to utilize her expertise to benefit causes that matter to her, like creating social series to increase visibility of a historical Black home in Greensboro, and offering her expertise to LGBTQ+, female and veteran entrepreneurs through the Pace Impact Program.



Natasha Potashnik

senior vice president &
partner, media science,
Known

The work

Having honed her data science skills in academia, Natasha Potashnik brings a rigorous, analytical approach to her work at Known. As head of the media activation team, she leads with a data-first approach to buying and optimizing media for some of the world's largest clients.

The impact

Leveraging her unique background, Natasha has been key to growing a data science-first organization – a factor that sets the company apart in the agency space. Before taking charge of the media activation team, she played an instrumental part in designing and developing a person-level reach optimizer for TV publishers to deliver advanced linear advertising with the precision and agility of their digital peers, a solution that is still in use by the agency today and has been used to buy hundreds of millions of dollars in TV advertising since inception.

The future

With her proven contributions and leadership, Natasha has progressed quickly at Known, touching multiple parts of the company along the way and helping to grow the team rapidly, all while prioritizing fostering a supportive environment for her colleagues through actions like starting a women's leadership group.



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