

Jenny Smith

President/Creative Director

With almost 20 years in the advertising and marketing business, Jenny is no stranger to creating internationally recognized, award-winning advertising. She's ranked one of the top creatives in Canada but unlike most ad veterans across the country, Jenny lives nowhere near Toronto. Or Montreal. Or Vancouver (although she likes shopping in those places).

She has worked on big and small, local and international brands including Irving Oil, Rogers, Maple Leaf Foods, Atlantic Lottery, Aliant, Sobeys, Labatt, Eaton's, Newfoundland and Labrador Tourism, McCain Foods, IKEA, Harry Rosen, Purina, Crime Stoppers, Canadian Sea Turtle Network, NLC, Western Union, St. John's IceCaps, Clovelly, Opera on the Avalon and more.

Jenny has judged every major advertising award show in Canada. In 2009, she had the honour of representing Canada on the radio jury at the Cannes Festival of Creativity – the Oscars of advertising. And she's the only woman east of Toronto to win a coveted gold Cannes Lion.

Jenny has been the Ice Awards Judging Chair for the past five years. And when she's not ferrying her children around to various activities, she is regularly featured in and writes for national industry publications including the Globe & Mail, Marketing Magazine, Strategy, Progress and Applied Arts.

Jane Connors

Independent Media Director

Jane loves media. So much so, she dedicated the last 15 years of her life to planning, buying and negotiating media for national and international clients (no wonder she's one of the top Media Directors in Atlantic Canada). After completing a Business degree at MUN, she started her career at M5, where she worked with clients, big and small, including NB Cancer Society, Alliance for the Control of Tobacco (ACT), NB Tourism, Marine Atlantic, Nalcor and many more.

Sherrie Reynolds

Director, Client Services

For over a decade, Sherrie has developed a reputation for providing an uncompromising level of account service, partnership and commitment to her clients. So much so, Ray lured her back from the mainland.

Sherrie thrives on delivering strategies and flawlessly executing on campaigns to drive real business results. Her exceptional skills in understanding consumer behaviour and digging until the truest and greatest insights are discovered, have been fundamental in the development of highly effective campaigns for all her clients. At past agencies, including Armstrong Partnership and TAXI, she has done just that to enhance brand greatness for MasterCard, Whirlpool Appliances, Koodo Mobile, WestJet, and AdditionElle.

While working with gaming company Virgin Gaming, she achieved success in customer acquisition and retention, directly affecting the bottom line by delivering a dynamic marketing plan that focused on strategic partnerships, large scale events, and online marketing including social media, CRM, and custom content.

Most recently, Sherrie worked with CBC Sports on the Sochi 2014 Winter Olympics to translate the goals of companies including P&G, SportChek, Air Canada, and Coca-Cola, into meaningful content marketing for the Games.