

FUTURE LEADER AWARDS

— PRESENTED BY —

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Future Leader Awards 2021

Digiday Media is thrilled to recognize the winners of the **2021 Future Leader Awards**. Hailing from agencies and brands, publishers and retail, this year's honorees represent six individuals who are not only setting the bar remarkably high as they build their careers — each is clearly leading in the present, already — they're also innovating and succeeding at standout side hustles that are moving needles for markets across industries. Furthermore, our winners are taking the time to empower others, especially their younger colleagues and counterparts.

This guide brings the 2021 Future Leader Awards together in one place. Check out each entry for the highlights of what they've accomplished as well as insights into why they've won.

Steph Loffredo

Associate Director,
Social Marketing,
Huge

HUGE

Tenure: 4.5 years

How Steph is leading for the future

The work

As a social marketing strategist for brands at digital agency Huge, Steph Loffredo recently gained a new title — inventor. As a side project, Loffredo created Hooha, a free text-activated tampon dispenser that provides an alternative to outdated, coin-operated vending machines often found in public restrooms. Loffredo pitched the idea in-house during Huge's fellowship program — one of its goals was to address the gender gap in tech and product development — and Loffredo not only developed the concept, but also has overseen the branding, manufacturing and sales of the purple and white machines, which hold up to 60 tampons.

The impact

Hooha debuted at SXSW in 2019, and has since gained mainstream attention through media coverage in The Wall Street Journal, Bustle, Adweek and Fast Company, the latter of which named the smart machine an honorable mention in its 2020 World Changing Ideas awards.

The future

With an eye on greater impact still, Loffredo has partnered with nonprofits and causes including Congresswoman Grace Meng's Menstrual Equity for All Act and the Period Movement to spotlight the need for improved tampon and pad accessibility in public restrooms.





Chloe Songer

Co-founder, Thousand Fell

THOUSAND FELL

Tenure: 3 years

How Chloe is leading for the future

The work

When Chloe Songer co-founded Thousand Fell in 2018, she introduced a fresh white sneaker made with fully recyclable materials and turned the direct-to-consumer footwear company into a defining example of what it means to be a sustainable brand making a difference in environmental activism.

The impact

While raising three rounds of funding for Thousand Fell, Songer spearheaded the brand's circular supply program, partnering with UPS and recycling company TerraCycle so that people can ship their shoes back to 14,000 locations, where they are recycled into new Thousand Fell products. Customers who participate receive \$20 toward their next purchase. To further engage fans around sustainability, the brand's social media accounts highlight infographics and stories about climate change and environmental activists.

The future

Songer is also committed to advancing a future generation of business leaders. She is an active member of the Built By Girls network, where she mentors young women preparing to enter the workforce.

Chelsea Sanders

Vice President, Brand Innovation and Strategic Partnerships, Refinery29's Unbothered



Tenure: 4 years

How Chelsea is leading for the future

The work

At Refinery29, Chelsea Sanders' mission is to ensure that Black women feel seen and heard by spotlighting their stories. After serving as Refinery29's vice president of communications, Sanders was appointed to oversee strategic direction at Unbothered, Refinery29's sub-brand that its Black employees launched in 2017 as an outlet to represent their stories internally and in media.

The impact

Since October 2020, Sanders has grown Unbothered through a robust content and partnership strategy, anchored by web stories, virtual events and a podcast — she is co-host and head creative producer of 'Go Off, Sis', which explores the truths of being a Black woman in America. The podcast's fourth season in partnership with Target is underway; past guests have included Tracee Ellis Ross, Janelle Monáe and Keke Palmer.

The future

To further grow Unbothered's platform, Sanders has recently partnered with brands including Facebook, Target, Emerge and Clorox to further the conversation on-site and across social, video and experiential channels.





Sabina Davis

Client Success Manager, Knotch



Tenure: 3.5 years

How Sabina is leading for the future

The work

What sets Sabina Davis apart is her relentless drive to succeed, which her colleagues say has helped fundamentally shape the future of Knotch and its proprietary Content Intelligence Platform. Davis has spent countless hours analyzing campaign insights and distilling the necessary actionable business insights from them — and it has made a giant impact on Knotch’s partners.

The impact

Sabina has earned the trust of some of the biggest names in the banking and consulting industries. JP Morgan Chase, Deloitte, CitiBank, Wells Fargo and others depend on Davis’s stellar insights.

The future

When she’s not wowing clients, Davis also takes the time to mentor younger employees, being sure to pass on the tips and tricks she’s learned along the way. Hats off.

Dakota Kate Isaacs

Market Director, North America, DECIEM

**THE
ABNORMAL
BEAUTY
COMPANY.**
DECIEM

Tenure: 2 years

How Dakota is leading for the future

The work

Having built DECIEM's USA departments from the ground up and leading the business to extraordinary heights both financially and commercially since 2017, Dakota is lovingly known with the company as "The Director of Everything."

The impact

Whether it's building departments from scratch, or it's overseeing a team of nearly 150 people (and doing so with no layoffs in a challenging year) or helping advance skincare line The Ordinary to Canadian Sephora's number one brand in two months, Isaacs is ticking leadership boxes across the board.

The future

Living proof that one does not need decades of tenure in their field to be successful in a major leadership capacity, Isaacs is now reimagining the commercial functions of DECIEM's business to revolutionize outdated methods, all with a focus on achieving immense business success by investing in her people with kindness.





Beatrice Weindel Merchandise Planner, E-commerce, IPSY

IPSY

Tenure: 1.5 years

How Beatrice is leading for the future

The work

Beatrice Weindel works closely with IPSY's merchandising team on commerce programming, helping to devise an optimal assortment to delight customers. As a part of this, she delivers extensive analysis of the business and helps to introduce add-on price points.

The impact

In her first year and a half at IPSY, Weindel has cracked the code of what makes customers tick, and has delivered again and again. Her shrewd analysis pointed her in the direction of DIY skincare, hair care and nail care during the pandemic, and was able to successfully negotiate a lower cost of goods sold in order to get more merchandise in the hands of more consumers. On the consumer side, Weindel pioneered the 'Choose 3 Out of 5' Ultra Glam Bag Plus personalized subscription model, allowing customers to simultaneously select a baseline of beauty products to receive but also experience moments of surprise and delight with the two they did not — never an easy feat to pull off.

The future

As a driving force of creativity, sound business practices and savvy customer service, we don't know which part of IPSY Weindel will help improve next, but we do know she will be delighting customers along the way.

About Digiday Awards

Digiday Media's awards programs focus on the best work being done across media and marketing, fashion, beauty and retail. Entries are evaluated by jury panels made up of C-level executives from industry-leading organizations, and winners are featured in Digiday Media's coverage, marketing, Awards Guides, galas and other announcements. Our awards programs have recognized companies and campaigns since 2014.

For more information on this or other Digiday Awards programs, visit digiday.com/awards

Questions for the awards team? Let us know at awards@digiday.com