

Heineken 2025 – CREDIT LIST

Head of Global Heineken® and Premium Brands – **Nabil Nasser**

Global Director Communication Sponsorships – **Els Dijkhuizen**

Global Communication Manager – **Yoann Hellot**

Global Digital Media Manager – **Larissa Koper**

Global Head of Brand & Consumer PR – **Jonathan O’Lone**

Global Manager Sponsorships – **Annamaria Fuzy**

Global Senior Sponsorship Manager – **Thomas Mulders**

Global Senior Sponsorship Manager – **Joao Pedro Lopes**

Global Sponsorship Manager – **Friso Postma**

LePub

Global CEO LePub, CCO LePub Worldwide: **Bruno Bertelli**

Global Chief Creative Officer: **Cristiana Boccassini**

Global Co Chief Creative Officer: **Mihnea Gheorghiu**

Creative Director: **Marie Poumeyrol**

Creative Supervisor: **Angela Celano**

Creative Supervisor: **Matteo Gemelli**

Art Director: **Madalena Goncalves**

Senior Copywriter: **Alessandro Grillini**

Global Head of PR & Communication: **Isabella Cecconi**

Senior PR Manager: **Luca Orioli**

Head of Strategy: **James Moore**

Strategist: **Aneta Junkova**

Data Strategy Director: **Andrea Battista**

Senior Digital Ethnographer: **Alberto Mura**

Data Translator – **Tumay Mavi**

Global Client Service Director: **Shirine Aoun**

Global Client Service Director: **Ilaria Castiglioni – Alexis Delwasse**

Account Director: **Amira Ramadan**

Account Executive: **Federica Bussu**

Chief Production Officer: **Francesca Zazzera**

Producer: **Nicolò Dragoni, Martina Trozzi**

Art Buyer: **Veronica Bottanelli**

Production

Production Company: **Prodigious Production**

Director: **Tommaso Bianchi**

Head of Tv: **Alessio Zazzera**

Line Producer: **Claudio Rimedi**

EP (Local): **Giuseppe Ceccarelli**

DOP: **Fabio Casati**

Post production Company: **Prodigious Milan**

Head of post production: **Alfredo Beretta**

Colorist: **Luca Parma**

Editor: **Claudio Roveda, Andrea Besana, Tommaso Bianchi**

Photographer: **Francesco Bittichesu**

Post production K-V: **Post Production MGCR Studio**

Music:

Music Search & Licensing Director: **Stefan van der Wielen**

Music Producers: **Thomas Harmsen & Niels Docter**

Account Director: **Ella Chevaso**

Song: **Shout**

Publisher: **Sony Music Publishing**

Master: **MassiiveMusic**

Composers: **Isley O.K., Isley R. & Isley R.**

Dentsu

Global Strategy Partner: **Simon Bielby**

Global Account Director: **Milo Meulenkamp**

Global Strategy Director: **Darren McLeod**

Amplify:

Planning Lead: **Cristel van de Ridder**

Social Lead: **Angelina Natividad**

Strategic Media Planner: **Bhargav Bogadala**

Addressable Technology & Data Manager: **Margarita Mavar**

Edelman – PR

Managing Director Brand: **Suzy Socker**

Brand Director: **Kate Gard**

Creator Marketing Director: **Freya Lifely**

Account Director: **James Foggin**

Creator Marketing Account Director: **Rebeca Nagy**

Senior Account Manager: **Sébastien-Nicolas Chiffrin**

Senior Account Manager: **Tessa Saxon**

Senior Account Manager: **Sophie Hunter**

Senior Account Executive: **Yahia Tamer**

Account Executive: **Carlen van Rietschoten**

Assistant Account Executive: **Louis Trott**

Boomerang

Client Service Director – **Sebastiaan Poublon**

Executive Digital Producer – **Vic Krens**

Senior Community Manager – **Jesus Sanz**