

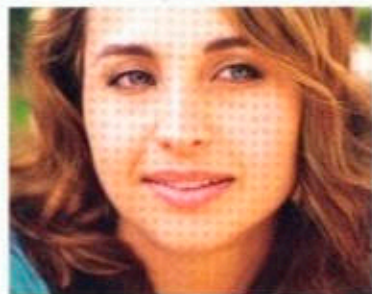
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YEARS OF IDEAS

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Special Report TWENTYSOMETHINGS



CELINE GUMBINER, 24

Bee

For a woman whose publishing experience consists of an internship at *DHome* magazine and participation in a handful of media company audits while working at Deloitte & Touche, Celine Gumbiner sure has a lot of confidence that her first magazine venture, *Bee*, will succeed.

An Italian lit major raised in Monaco, the 24-year-old birthed the idea for the women's finance/politics/lifestyle title when—stop us if you've heard this one before—she was unable to find anything matching that description on the newsstand. "We'll address modern needs not addressed elsewhere," she promises. "We're not too serious. Educational but not exhaustive."

Set for an October debut, *Bee* will target every-other-monthly frequency in 2006 and monthly in 2007. Initial circulation has been set at 100,000. Ms. Gumbiner holds the titles of co-publisher at *Bee* and CEO at parent *Femme Publications*.

—LARRY DOBROW



SANEEL RADIA, 26

SMG Play

Young, bright and an avid videogame player. That's a snapshot of Saneel Radia as well as his target audience.

Those are essential traits in his role as director-integration at Starcom MediaVest Group's SMG Play division, overseeing product and brand integration into videogames. The job suits Mr. Radia's passions as a gamer—he admits his new wife, Whitney, is a "gaming widow."

His youth offers a double-edged sword. Mr. Radia is his target demographic, but the 26-year-old invariably is the youngest executive in any meeting, fighting for credibility.

Marketers like General Motors Corp.'s Pontiac don't mind. A recent tactic involved Pontiac sponsoring a segment in Electronic Arts' "NCAA Football." In fact, Mr. Radia is driving marketers down new paths. "We're trailblazing here," he says. "Every single project we've done has been completely different from everything before it."

—JEFF ZBAR



MARA RODRIGUEZ, 29

Procter & Gamble Co.

When Mara Rodriguez considered employers after college, her grandfather's career with Procter & Gamble Co. in pre-Fidel Cuba attracted her to the company. But Ms. Rodriguez's rapid ascent, now elevating her to a global marketing job, shows it's not her grandfather's P&G.

Ms. Rodriguez, 29, next month will move up to associate marketing director-global leading edge product line for Pampers, managing premium new-product and marketing initiatives for a \$6 billion juggernaut.

"Mara is an excellent marketing and business thinker," says her boss, Kirk Perry, VP-North American baby and toddler care.

After earlier P&G assignments targeting the Latino market, Ms. Rodriguez notes: "With Hispanics, there aren't databases galore. They're not in one central location, and they're very hard to reach." Finding ways to reach them anyway helped her hone skills for subsequent jobs. —JACK NEFF



ALEX PALLETE, 29

Vidal Partnership

Advertising snared Alex Pallette early—even before he graduated college, he'd tallied three years at Lintas-Madrid in account management.

The Madrid native, who turns 29 today, is fast making a name for himself in Hispanic account planning. "I'm curious. I'm not a creative, but I consider myself an inspiring communicator," Mr. Pallette says.

Mr. Pallette also worked in Miami and Argentina before launching a bold job search undertaken on weekend visits to Manhattan over several months.

Vidal Partnership responded. With Mr. Pallette's leadership as VP-director of account planning, the Hispanic agency's account planning department stands out, says CEO Manny Vidal. "It is one of the main reasons clients choose us."

Mr. Pallette is keenly aware of today's empowered consumers. They are "in total control of the relationship that brands are trying to establish," he says. —LISA SANDERS