

Joanne is a VP, Director on the Global Partnerships team at dentsu and is dedicated to creating market leading products and solutions through best-in-class strategic partnerships. As the lead for dentsu's Attention Economy program, Joanne spearheads a market-leading research program with global forward-thinking researchers, tech companies, media owners, and dentsu clients that is aimed at developing attention-based capabilities and metrics to revolutionize the way the industry plans, measures, and buys media.

Joanne has 14 years of experience in the media industry with a strong focus on strategy, consumer insights, and communications planning, across various verticals including CPG, Telecom, and Finance.