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2017 Most Promising Multicultural Students Class Announced

Advertising execs gathered to select 50 high-potential undergraduate seniors for the Most Promising Multicultural Students Program.

WASHINGTON, DC, November 1, 2016—Since its first class in 1997, the Most Promising Multicultural Students Program has had over 850 participants, aiding them in their pursuit of careers within the advertising, media and marketing industries. Most Promising students represent the top of their class and have passionately demonstrated their potential for future success in the industry through internships, leadership activities, community service, innovation and creativity. With alumni holding mid to upper management positions across the country, Most Promising has become a nationally known program for helping organizations find stand-out talent poised to become future leaders.

On Tuesday, October 25, industry professionals representing Arc Worldwide, Bloomberg, Droga5, FCB, fluent360, mcgarrybowen, Momentum Worldwide and Omnicom Health Group gathered at the American Advertising Federation National headquarters to select the 2017 class, adding another 50 outstanding individuals to this impressive pool of talent. "The Most Promising Multicultural Students Program has become a very reliable source to find top-tier talent. These aspiring students of diverse backgrounds represent the future of marketing and advertising. We look forward to them forging their way, finding their voice and making a mark on our industry," says Danielle Austen, Managing Partner & CEO, fluent360 and the AAF Mosaic Center Chair.

The program takes place over four days and includes professional development workshops, agency visits and a recruiter's expo. Leading agencies and companies have utilized Most Promising year over year as a recruitment tool including BBDO, DigitasLBI, Google, Leo Burnett, Omnicom Group, Pepsico, Turner and Wieden+Kennedy, among many others. Students from AAF's college chapter network were selected through a vetted application process that included essays, letters of recommendation, resumé and specific academic requirements. With an average GPA of 3.6, this year's class of students represents 34 schools and 20 states across the country including Alabama, Hawaii and South Dakota.

AAF-District 6 Students in the 2017 class include:

University of Illinois

- Jamison McDermott
- Alex Studer
- Jalilah Sultan

Columbia College

- Dulce Vazquez
- Marquis Burch

Western Michigan University

- Venezia Raychon Jones