



Traci Alford

Traci Alford has spent her career in marketing around the world, from her native Australia to the United States, France, United Kingdom and, most recently, Singapore as the VP External Relations, Asia Pacific at Shell International, before returning to the US to become President & CEO at Effie Worldwide.

Prior to joining Shell in 2013, Alford spent a total of 13 years at Cadbury Schweppes in a variety of marketing and business roles, starting in Australia as a Senior Product Manager for Schweppes, and eventually Global Business Development Director for the company. In the early 1990s, she spent 3 years at Walmart in a senior national sales role for Dr. Pepper and 7Up.

Her career has been dedicated to delivery and growth for customers, brands and stockholders, with a strong focus on ROI.