

PRESS  
RELEASE

# Prophet’s Sara Smoler Selected for Cannes Lions Brand Marketers Academy

June 10, 2022

NEW YORK – Prophet, the global growth and transformation consultancy, is pleased to announce that Consultant, Sara Smoler was selected to be part of the 2022 Cannes Lions Brand Marketers Academy. The week-long program will host a variety of sessions and workshops about unlocking the power of creativity led by the world’s greatest brands and industry leaders.

The Brand Marketers Academy is a program designed to help promising young marketers develop and grow their careers. Acceptance into the academy is rigorous and highly selective. Smoler is just one of 30 marketing professionals chosen from a global pool of applicants

This is the latest achievement for Smoler in her already impressive career. She was previously named to Forbes 30 Under 30 List for marketing and advertising professionals. As a consultant at Prophet, Smoler focuses on driving growth for her clients through corporate development, strategic target search, and relationship-building activities alongside brand and activation engagements. Prior to Prophet, she managed business development at Ogilvy, driving revenue growth for the creative agency’s North American portfolio.

“We’re so proud and excited that Sara was one of the select few chosen to participate in the Cannes Lions Brand Marketers Academy, an organization that is synonymous with creativity and celebrating the best in marketing, branding, and advertising,” said Mat Zucker, senior partner and head of the Marketing and Sales practice. “At Prophet, we believe that the next generation of great marketing leaders is created today, and we are committed to mentoring and developing rising talent.”

Smoler said, “I’m honored to not only be participating in the academy but also representing Prophet on a global stage. I’m looking forward to understanding new and fresh perspectives, sharing best practices that I learn to apply them to our global clients as we help them unlock uncommon growth and advance their businesses.”

## About Prophet

Prophet is a growth and transformation consulting firm that helps leaders unlock uncommon growth. The type of growth that isn’t just bigger, more profitable or faster. It’s rich with possibility and aligns with where the world is now — and where it will be tomorrow. Uncommon growth is purposeful, transformative and sustainable.

With 15 global offices and nearly 700 strategists, data analysts, marketers, digital experts and creatives, Prophet has worked with the world’s most successful companies, including CVS Health, Home Depot, Marriott, Netflix, Electrolux and UBS, partnering with them from strategy to in-market execution. Our teams are committed to partnering with clients to develop solutions that drive lasting impact and help move society forward. [Prophet.com](#)

### Featured Expert



Sara Smoler  
Senior Associate

### Share



### Don’t Miss a Beat

Sign up to receive our latest insights.

SUBSCRIBE →