

Company: Cognizant Technology Solutions

Company Description: We are the Marketing Services team from Cognizant MomentTM . With a globally networked team, we provide Digital & Digital Marketing services at scale for our customer across industries and geographies. We are with our clients at every step from ideation to execution & even beyond.

Nomination Category: Individual Categories

Nomination Sub Category: Team Builder of the Year

Nomination Title: Team Builder for Cognizant Moment Marketing & Advertising Services

1. Provide an essay of up to 650 words describing the worthy activities and achievements of the nominated individual since the beginning of 2023:

Total 394 words used.

Ian Barlow spearheaded a major transformation within Cognizant Moment, shifting its core focus from integrating marketing and content within IT and platform implementations to establishing a dedicated Marketing and Advertising Services offering. This strategic pivot required the development of a unified global competency model, replacing previously fragmented, regionally led approaches. His primary objective was to help guide strategic professionals across marketing specialization spanning from content marketing, omni-channel, performance, ecommerce marketing, marketing operations, content operations, AI marketing, creative curation, adaptation, MarTech consulting, value realisation, social media, search, events and engagement etc. to work collaboratively. Ian has enabled the global teams of marketing professionals across 50+ global studios to collaborate and work towards unified strategic solutions and cultivate this vital new global capability.

To accomplish this, Ian conducted a comprehensive evaluation of global talent, meticulously assessing expertise across regions to design a cohesive team structure that optimized individual strengths and fostered collective synergy. He prioritized a blend of experienced and emerging talent, implementing targeted development and training programs to build a robust and adaptable workforce.

Ian restructured operations to enhance both new business win rates and individual career growth by enabling cross-functional engagement. This approach dismantled traditional silos, encouraged collaboration across disciplines and geographies, streamlined processes, and broadened team members' exposure.

A standout achievement was the creation of a portfolio of new global service offerings. These were championed by passionate individual experts who became internal and external evangelists, using their enthusiasm and deep knowledge to promote the new capabilities. Ian also introduced innovative solutions with a strong emphasis on upskilling talent in AI-driven marketing, ensuring the team remained at the forefront of industry innovation.

Under his leadership, the creative reputation of both the team and Cognizant Moment rose significantly. This was evidenced by participation in the Cannes Lions International Festival of Creativity and the receipt of over 15+ industry international awards. These accolades validated the team's enhanced capabilities and solidified its position as a leading force in the industry.

Operationally, the team managed \$10 billion in ad spend, onboarded 2.5 million SMBs, curated 2 million assets, and handled \$9 billion in orders, activating 10,000 brands. Ian fostered a culture of openness, transparency, creativity, idea generation, brand strategy and positioning, and global synergy—laying the foundation for a truly integrated, high-performing global marketing and advertising powerhouse within Cognizant Moment.

Refer to attached deck -

[Cognizant_Moment_Nomination_Team_Builder_of_The_Year_Ian_Barlow_Stevie_Awards_2025.pdf](#)

2. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 145 words used.

- **Elevated Creative Reputation:** Secured global recognition at Cannes Lions, AVA, and MarCom Awards for team excellence and innovation.
- **Fostered Global Culture:** Built a culture of transparency, creativity, and synergy, respecting regional nuances while aligning global strategy.
- **Strengthened CX Leadership:** Played a key role in Cognizant's CX50 partnership, shaping the future of customer experience.
- **Showcased Global Presence:** Enabled Cognizant Moment's prominent participation at Cannes Lions 2025, highlighting global capabilities and executive engagement.
- **Unified a Global Marketing Team:** Integrated marketing professionals across 50+ studios worldwide, fostering collaboration across North America, UK, Central Europe, and APAC.
- **Launched a New Global Competency:** Led the transformation of Cognizant Moment into a dedicated Marketing & Advertising Services powerhouse with a unified global operating model.
- **Restructured Operations:** Enhanced business win rates and career growth through cross-functional engagement and streamlined processes.
- **Advanced AI Marketing Capabilities:** Upskilled teams in AI-driven marketing, ensuring innovation leadership.

Attachments/Videos/Links:

[Team Builder for Cognizant Moment Marketing & Advertising Services](#)



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