

THE JUDGES

The judges comprise experts from the advertising, design, business, media and charity sectors, all of whom have experience of working in the voluntary and community sector.



RICHARD LUMBORG
Managing Director, The Idea Works

Richard established The Idea Works in partnership with Martyn Aubert in 1997. Having originally graduated from Cardiff University with a degree in Art, he has over 25 years' experience in the advertising industry and has also held a number of sales and marketing roles.

Richard works with a wide range of clients and manages accounts with Active, Close Finance, Jersey Electricity, Islands, Jersey Heritage and Seymour Hotels.

A keen cyclist who has undertaken numerous charity challenges, he is also a qualified level 2 rugby coach.



MARTYN AUBERT
Creative Director, The Idea Works

One of the co-founders of The Idea Works, Martyn has worked in advertising for over 33 years and has produced successful campaigns for clients across a range of sectors, including retail, leisure and finance. He has also guided the company to several prestigious design awards, including winning web design and marketing literature awards for Jersey Tourism and Jersey Royal New Potatoes. A hugely experienced conceptualiser, designer and copywriter, Martyn was a founding member of Velo Sport Jersey, and was the inaugural chair and inspiration behind Creative Jersey.



LIZ LE POIDEVIN
Chairman, Association of Jersey Charities

Liz is a Private Client Director of RBC Wealth Management's private client fiduciary services business and specialises in managing the personal and business interests of high net worth individuals and families, particularly those with international connections. A graduate of University of London, she has worked in the Island's trust sector for the last 30 years and joined RBC in 2005, following the company's acquisition of Abacus Financial Services. A fellow of the Institute of Chartered Secretaries and Administrators and a member of the Society of Trust and Estate Practitioners, Liz was recognised for her leadership in the Citywealth Power Women Awards 2016. She has been involved with the work of the Association of Jersey Charities since 2010.

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GRAEME SMITH
*Chief Executive Officer,
Jersey Business*

Graeme is responsible for leading Jersey Business and for the overall development and delivery of its objectives and strategy. As well as focusing on Jersey Business's role in delivering economic development to the island, Graeme also works extensively with government and partner organisations to develop collaborative working practices. ACIB qualified and with over 25 years' experience in senior leadership roles in the banking industry both in the UK and the Channel Islands, Graeme was Regional Director Jersey and Gibraltar before he joined Jersey Business. Whilst there he led the RBSI and NatWest Corporate Banking teams serving small, medium and large corporates as well as international trust and fund clients.



LUKE HEYNES
*Advertising Director,
Jersey Evening Post*

Luke joined the Jersey Evening Post as classified advertising manager in 2004. He took responsibility as general manager in 2005 and became advertising director in 2007.

Luke was previously business manager for recruitment advertising at the Birmingham Post and Mail where he oversaw a busy team of 20 field and telephone sales consultants. Immediately prior to joining the Jersey Evening Post Luke was an advertising agency director for Tribal in Nottingham, a company specialising in public sector recruitment.