

# Luke Goller, managing partner of Arc Interactive, named New Gen judge

Issued by [Arc Interactive](#)

8 Apr 2019

A new judge has been added to the panel of 2019's [New Generation Awards](#).

Luke Goller, who is the managing partner of Johannesburg-based digital marketing agency, Arc Interactive, was recently selected to be a judge in the 2019 New Generation Awards.

Goller has been in the creative and advertising industry for over 18 years and has earned himself a good reputation in the digital marketing industry, specifically for his UX/UI design background and extensive experience with app development.

Before becoming managing partner at [Arc Interactive](#), Luke was a creative director who managed the campaigns of well-known brands such as Samsung, Philips and Xbox. Today he is sought-after for his expertise in mobile applications, digital strategy, campaign development, product marketing and design.

Luke will make his judging debut at the New Generation Social & Digital Media Award's 7th annual awards ceremony. Founded in 2012, the New Gen awards are the largest celebrated digital awards in the country. With a focus on social and digital media, the awards celebrate innovative and cutting-edge agencies and companies who excel within this space.

"The awards continually evolve to include new trends in social and digital media, new industry technology and platforms, as well as international trends making their way into South Africa," says Stephen Paxton, managing director of the New Generation Social & Digital Media Awards.

Luke will be joining a [respectable panel of judges](#), which includes the likes of Adam Brandt, executive creative director at Gorilla Creative Media; Lana Strydom, executive head of digital marketing at Vodacom SA and Danielle Morley, Connect Joe Public's managing partner.

Talking about having Luke Goller on board as a new judge, Stephen said: "I am pleased to confirm that we would be delighted to welcome Luke on-board the 2019 judging panel. Luke's creative, mobile and strategy skills will most definitely help when marking this year's entries!"



Luke Goller