



THE MARKETING
ACADEMY



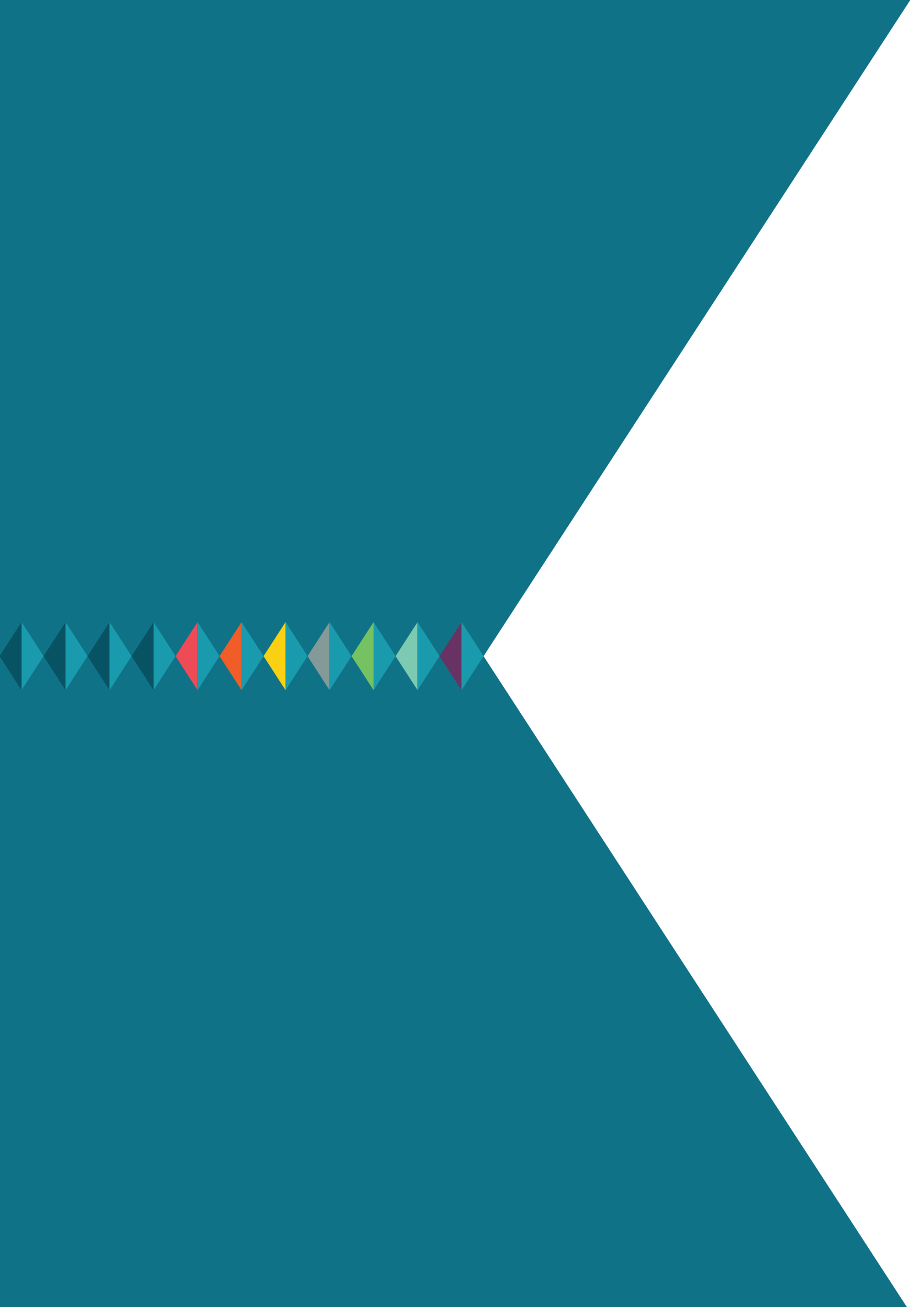
YEARBOOK



2015

The Marketing Academy 2015 was sponsored by:







Dear class of 2015,

Well, what a year it's been. When we launched The Marketing Academy in Australia we weren't certain about the impact it might make. It just seemed like the right thing to do. We asked the industry to get behind us with funding, Mentors, Coaches and speakers. And it did. We asked the industry to help us deliver over 240 mentoring sessions, 300 hours of coaching, seven days of boot camps, eight boardroom lunches and six lectures. And it did. We asked the industry to help us identify and select the best future leaders the country had to offer. And it did. We promised the industry that we would nurture, develop and inspire the current generation of emerging talent to become the leaders of tomorrow's C Suites. And you are the proof that we did.

It's been a privilege witnessing first-hand how you've thrived during the last nine months; learning that true leadership is about developing others, about being truly authentic, about taking responsibility and about being the best you possibly can. We've also seen you become friends with each other, forging relationships and connections that will hopefully last your entire careers and beyond.

Personally it's been an honour to work with you and I will be cheering you onwards in every step you take during your future careers.

It just remains to be said that for the commitment you've demonstrated, the openness you've shown, your willingness to learn, the support you've given to Emma, for the laughter we've shared and for the friendship you've shown me, I thank you from the bottom of my heart.

Rest assured this is not the end of your relationship with the Academy, I can't wait to welcome you back as Mentors... and it might be sooner than you think..

With love,

Sherilyn





Adam Ross

Contact Details

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Career Summary

Current Job Title: Head of Co-Creation
Current Company: Mindshare

Short Bio

Adam is currently Head of Co-Creation at Mindshare, a team he set up together with Sam Turley four and a half years ago.

Co-Creation is a specialist team at Mindshare that focuses solely on 10% of the innovation model in order to deliver ideas that transform brands and businesses.

It is a team whose vision is to Be Uncomfortable. The reason being, transformation requires you to try new things, but trying new things makes you uncomfortable. So we continually challenge ourselves, and those we work with, to be uncomfortable.

Prior to setting up Co-Creation (2007-2010), Adam was a Strategist at Mindshare working across Kellogg's, Land Rover, Jaguar, American Express, IBM and Diageo amongst others.

This was his first role at Mindshare, having moved over from the UK in 2007.

Before heading to Australia, Adam learned his trade as a Strategist at Mediacom in the UK (2004-2007) working across Sky, Skoda, Oris, Roche, Iceland Supermarket and The Metropolitan Police.

This was his first role after finishing university, where he completed a BA Honours degree in Retail Marketing.

Throughout his career, Adam has always focused on driving innovation and creativity, with lots of the work he has been involved in being recognised through industry awards.

Education & Qualifications

- BA Honours Degree in Retail Marketing.
- 3 A-Levels in English Language, Politics and German.
- 10 GCSEs.

Personal Interests

- The challenge to be uncomfortable is something I take into my personal life in order to continually push myself.
- In the past that has led to taking evening classes in cartooning, for example, and a few months ago I took up Krav Maga, which is a combat system designed for the Israeli army... it definitely delivers on feeling uncomfortable!
- Aside from that, I love the water and swim regularly and surf occasionally.
- Possibly a bit of a cliché, but I do love eating out and trying new restaurants, going to the movies and live gigs too.





“Adam, I will be forever touched by your creativity, passion, curiosity and genuine desire to help and make a difference to others! It has been a true privilege and delight to support your exploration and discovery. I look forward to witnessing the exciting trajectory of the path that you will tread into your inspired future!”

Michelle Duval





Alex Light

Contact Details

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Career Summary

Current Job Title: Head of Content
Current Company: VICE Australia

Short Bio

Alex Light is the Head of Content at VICE, a leading youth media and entertainment brand operating in 35 countries. VICE launched in 1994 as a punk magazine, and diversified to include the world's premier original online video destination, VICE.com, an international network of digital channels, a television production studio, a record label, an in-house creative services agency and a book-publishing division. VICE.com houses over 60 original online series dedicated to news, sports, fashion, music, technology and the arts.

As Head of Content, Alex's role is leading the development of content partnerships with brands and media organisations, as well as the creation of branded content marketing projects. A core part of this role is the business development and strategic campaign planning for VICE's in-house marketing and creative services agency, Virtue, whilst overseeing the running of the Sydney office. Alex has developed campaigns and partnerships with brands including Google, Samsung, Intel, Schweppes, MINI, Diageo and many more.

Prior to working with VICE, Alex had experience working in major advertising agencies, including Clemenger BBDO and George Patterson Y&R in Australia. Working in the Account Service department, Alex project managed a number of innovative and successful digital campaigns for large FMCG clients, including the award-winning 'V-Raw' campaign for Frucor Beverages, as well as launching the Doritos 'Make An Ad', and Smith's 'Do Us A Flavour' digital campaigns.

Outside work, Alex spends his Saturdays in winter playing rugby, still kidding himself that he is as good as he used to be when he was in his twenties; and recently adopted a cat from his wife's five-year-old niece on the condition that he kept her name. He's now the happy yet begrudging owner of Cinderella Star Light.

Education & Qualifications

- University of Technology, Sydney – AFA AdSchool 2005 - 2008.
- Executive Certificate in Advertising Communications.
- BSc UNSW, 2000 – 2003.
- Majoring in Psychology and International Business.
- Higher School Certificate, 1993 – 1999 North Sydney Boys High School.

Personal Interests

- Alex enjoys an active sporting life, still playing rugby with his club in winter, which he has done so for the past 10 years. He also enjoys boxing and touch football socially.
- Travel is a major passion of Alex's, with trips in the past three years visiting destinations including Cuba, Mexico, New York, Toronto, Borneo, Singapore, Hong Kong, Bangkok, Western Australia and the Philippines. His brother is getting married in July in Italy, so this will be another one to add to the list.
- On the weekends, Alex enjoys reading books and magazines and socialising over dinners. He's a keen but occasional cook, and the current reigning champion of an annual cooking competition between five close friends.



“Alex - you have opened yourself to your potential and you have embraced every challenge. Above all you have stepped into your authority without losing your authenticity, openness, curiosity, willingness to learn and your energy to try new things. For all this you have been rewarded with a promotion, a clear sign that others see in you the capability that shines through. Look after yourself and enjoy the ride!”

Rosamund Christie





Amy Lee Hopkins

Contact Details

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Career Summary

Current Job Title: Brand and Reputation Manager
Current Company: Barnardos Australia

Short Bio

Amy is currently the Brand and Reputation Manager for leading child protection charity, Barnardos Australia, where she has overall responsibility for the charity's branding, communications, publicity and social media strategy.

Amy led the rebrand of the 130-year-old charity and aligned Barnardos Australia with superstar Beyonce's global charity #BeyGood, introducing the brand to a younger audience in 2013.

She also took Barnardos to Cannes Lions in 2014, where she successfully pitched the charity to be the official charity for the Young Lions film competition.

Prior to her move into the Not For Profit sector, Amy worked in finance and was the Australian Corporate Communications Manager for Japanese Investment Bank, Nomura, and Australian wholesale funder, RESIMAC.

Besides Australia, Amy has studied, worked and lived in the UK and the Fiji Islands and has enjoyed travelling extensively. She is passionate about the Pacific Islands, its culture, sustainability and growth and is part of the Emerging Pacific Leaders Dialogue, which is dedicated to skill exchange and to the development of the region's private and public sector.

Education & Qualifications

- University of Sydney, Master of Commerce (Marketing).
- University of Queensland, Bachelor of Journalism.
- University of Queensland, Bachelor of Arts (Drama).

Personal Interests

- Travel.
- Theatre.
- Live Music.



“It was an absolute gift to be matched up with Amy (as I said, ‘from Day 1, I hit the jackpot’). I was inspired by this bright young spark who will make a great success at everything she will do because she is completely honest about who she is as a person; her strengths and more importantly, her developmental areas that she has worked through in our sessions. Amy has been an absolute sponge absorbing everything this programme has to offer and I wish her every opportunity she so richly deserves. I started this as her coach and have finished with a treasured friend. I look forward to many more coffees with her in the future!”

Linda Robson





Victoria Cooper

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Career Summary

Current Job Title: Marketing Director
Current Company: Goodman Fielder

Short Bio

Victoria is currently Marketing Director at Goodman Fielder looking after the Pastry, Sweet Bake and Meals portfolio spanning Australia, New Zealand and APAC. Her key focus in this role is leading the strategic development of the brands and creating a long-term innovation pipeline with full P&L accountability. She was promoted to this position from Marketing Manager where she looked after the Sauce & Accompaniments portfolio, leading the brand development of Praise and Paul Newman's Own where she took Praise to it's highest share ever in its 50-year history. Prior to this she worked her way up through the company since 2007, marketing the White Wings and Pampas brands. Before entering the world of FMCG Victoria was in the financial services industry working at KPMG for three years in their marketing team in Auckland and her first role out of university was based in Sydney, working for the accounting firm PKF in their business development team. Victoria's key strengths are in strategic planning and building alignment and focus in a business. She has a strong desire to make a difference on the brands and businesses she works for, and has strong capabilities in building brands and creating momentum for change..

Education & Qualifications

- February 2000 – November 2003
Bachelor of Business, Auckland University of Technology
- Gained acceptance into Honours for both International Business and Information Technology majors requiring a B+ average or above
- February 1995 – December 1999
A Bursary, Epsom Girls Grammar School.

Other Education/Training

May 2005
Marketing Management,
University of Auckland Short Course.
February 2004
Introduction to Photoshop,
Australian Marketing Institute, Sydney.
1991 - 2002
Speech and Drama Teaching Degree,
Trinity College, London.

Goodman Fielder Training

October 2013 Kantar Retail Training.
August 2014 Faulkner Digital Training.
June 2013 Faulkner Media Training.
May 2013 SIT Training.
Aztec 2011 & 2012, Scan and Shopper Training.
2009 COACH (Training course for managers).
2009 KT Project Management.
2009 GF Brand Print marketing modules.
2008 Oilworks.
2007/2010 Safety Course.

KPMG Training

May 2006 – Project Management Principles.
March 2006 – Global Skills and Behaviours Workshops.
February 2005 – Exceptional Performance Module: Communication and Teamwork.
August 2004 – Essence of Success Seminars.



Personal Interests

- Outside work I have a real passion for food which is lucky considering I work for a food company. Whether it is cooking at home, visiting new restaurants and cafés or reading food magazines and creating my own recipes I have a passion for food, especially Mexican and Japanese, which are my favourite cuisines.
- To balance my passion for food, I like to stay fit and have a keen interest in sport, both playing and watching. I run regularly and go to the gym and play touch rugby, as well as attending rugby union, league and AFL matches.





Claire Whish-Wilson

Contact Details

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Career Summary

Current Job Title: Brand Manager, AAMI Insurance
Current Company: Suncorp

Short Bio

Claire is currently Brand Manager for AAMI Insurance, one of Australia's biggest and most iconic brands. In this role, Claire is responsible for managing the strategic direction, delivery and implementation of effective communications through ATL, digital media and social media. The role is also responsible for leading the development and ongoing implementation of the brand direction and strategy. Prior to her role as Brand Manager, Claire was Social Media Manager at Suncorp, responsible for implementing and scaling social media strategy throughout the business and introducing social customer service. Claire has been at Suncorp four years, and has been fortunate enough to have gone through leadership training and development, as she has led a team of four direct-reports.

Before Suncorp, Claire worked overseas in New York at a social media agency, where she worked on 3M and Wal-Mart. After 12 months in New York, she decided to move home for the opportunity with Suncorp. Prior to New York, Claire spent 12 months travelling South and Central America, and a short stint working in London.

Before travelling and moving overseas, Claire started her career in media, working as a Media Planner/Buyer for Zenith Optimedia in Brisbane, after she graduated with a Communications degree from University of Queensland.

Education & Qualifications

- Bachelor of Communications, University of Queensland.

Personal Interests

- Running – completed the New York Marathon in 2014
- Cooking.
- Family and friends – this is everything to me. My nephews – there are 4 of them!
- Being outdoors, at the beach, camping.



“In our first session, Claire emphatically proclaimed that she is a ‘staunch feminist’! I smiled and my entire being resonated with the knowing that this was a woman who was going to positively challenge and shake things up as a leader. Claire - I applaud you for your passion, certainty and authenticity. Keep disrupting what you need to as you create your legacy.”

Alison Pate





Damon Robbins

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Career Summary

Current Job Title: Manager, Digital Marketing
Current Company: Tabcorp

Tabcorp

- MANAGER, DIGITAL MARKETING - WAGERING: June 2014 to present
- MANAGER, TAB RACING AND LUXBET MARKETING: March 2014 to May 2014
MARKETING MANAGER – Luxbet.com: November 2011 to February 2014
- ONLINE MARKETING MANAGER – Luxbet.com: July 2009 to November 2011
- ONLINE MANAGER – Tab March 2008 to July 2009

Co-Founder and Director: Bookiering.com: 2007 to 2008
Advertising and Marketing Manager: Racing Internet Services: 2006 to 2008.

Years Prior:

- Commonwealth Bank: 2004 to 2006
- Crew Trainer: McDonalds Family Restaurants: 2000 to 2004
- Assistant Radio Producer: Super Radio Network: 2003

Short Bio

Damon is a savvy, results-focused marketing leader with an extensive background in building high-performing teams that drive innovative offline and online marketing and branding strategies; demonstrating a track record of success in turning strategy into action, planning that delivers results and fulfilment of all objectives.

Since June 2014, Damon has held the position of Manager, Digital Marketing for Tabcorp's wagering division, leading more than 17 full-time employees across three teams. Taking over a team that were ranked in the bottom five engaged teams in Tabcorp's 2013 Gallup Engagement Survey (2.1/5), Damon in collaboration with his team mates, implemented an improvement plan, which doubled engagement to 4.2/5 in the December 2014 survey.

Prior to leading the digital marketing function, Damon held the position of Manager, TAB Racing and Luxbet Marketing for a brief period. During this time, Damon spearheaded the development of a dual-brand communication strategy for Tabcorp's two wagering brands (Luxbet and TAB), which is implemented today.

For the five years prior to the senior marketing positions at Tabcorp, Damon was the online and marketing manager for Tabcorp's Luxbet brand. In 2013, Damon's team ranked in the top five most engaged in Tabcorp's Gallup Survey. In 2012, Damon devised a three-year marketing strategy delivering new customer growth of 41% and net revenue 97% YOY in FY13 off a flat marketing budget. Furthermore, in 2010 one of Damon's marketing campaigns won Bronze Cannes Lion Radio, Silver AWARD Radio Campaign and Bronze AWARD Radio Single. Due to these many successes, at the end of 2013 Damon was included on Tabcorp's fast track high-achiever program.



Education & Qualifications

- Master of Business, Marketing:
Charles Sturt University: 2013 – 2016 (expected).
- Graduate Certificate in Marketing: Charles Sturt
University: 2013 – 2014.

Personal Interests

- Exercising.
- Travelling.
- Reading.

“Damon is an amazing young man and was a pleasure and privilege to be his coach this year. He is already an outstanding professional and leader, while also being very open to improving himself.”

Barbara Anderson





Sean Hall

Contact Details

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Career Summary

Current Job Title: General Manager | Employee
Current Company: Telstra

Short Bio

Sean Hall is an awarded innovator, leader and strategist. With a diverse background that includes health and fitness, management, advertising and education, he has been with Telstra for seven years.

Notably as General Manager of Brand Strategy, Marketing and Channels, Sean was responsible for many of Telstra's largest and most successful change programs, including the transformation of the Telstra brand, the introduction of the Net Promoter System, the launch of the Telstra Thanks loyalty program and the introduction of Telstra's purpose and values.

Sean has been a key contributor to the repositioning of the brand and marketing function at Telstra as a strategic enabler of the corporate strategy. His commercial achievements include moving brand consideration from 48-63%, a staggering \$3.5B increase in the Telstra brand value in the past three years and a significant contribution to increases in shareholder value with the share price reaching 14 year highs.

Sean's passion is for work that is unique, good for business and has a positive social impact. As well as multiple successful high profile campaigns, highlights include working with explorer/director James Cameron, partnering with the City of Sydney to make NYE more connected than ever before and the development of two award winning Google Glass apps for the visually and hearing impaired. He is a mentor with Youth Off The Streets and studying to be a trainer with Code Club .

Sean expertise and through leadership has led to invitations to present for Mumbrella and the Australian Marketing Institute as well as to brands such as Westpac, BankWest, Elantix and GrainCorp.

Currently supporting the CHRO as General Manager of Employee Experience, Sean is leading the design of the 2020 people strategy to create the organisational and cultural conditions on which to meet the future needs of Telstra's people, customers and shareholders.

Education & Qualifications

- University of Otago, Dunedin, New Zealand, 1995 - 1999 Bachelor of Commerce (Marketing) - Honours course to Year 3 Diploma for Graduates (Management).

Other Education/Training

- ADMA Certificate of Digital Marketing.
- YouTube Partner Content Marketing Program.
- Google Advertising Fundamentals.
- Conceptual Selling – Intermediate Level.



Personal Interests

Volunteering

- Youth Off The Streets mentor.
- Skilled volunteering supporting the AANA CEO and GM Marketing.
- Studying to be a Code Club trainer.

Interests

- Active member of the gym
- Avid reader of everything from blogs to cookbooks, fiction and non-fiction.
- Presenting – Past presentations on thought leadership and industry expertise to Mumbrella (Music and Brands), Westpac (Brand Transformation, Advocacy, Staff Engagement), BankWest (Culture as an enabler of Customer Experience), Australian Marketing Institute (Brand Transformation), Elantis (B2B Marketing).
- Technology.
- Entrepreneurship.
- Socialising – a trait common to Otago alumni.

“Sean has a good heart and lots of energy, ideas and action.”

Kayt Raymond





Kim Hamilton

Contact Details

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Career Summary

Current Job Title: National Head of Performance
Current Company: OMD

Short Bio

Kim has a rich background in Direct Acquisition and Marketing Communications, starting her career with the Westpac Group in NZ, managing the Youth, Tertiary and Starting-out customer segments.

Kim transitioned to Australia in 2006 and after a contract role with CommInsure, found a home at Optus. During her seven-year tenure at Optus, Kim worked across numerous special projects, including managing the widely anticipated launch of the iPhone 4 in 2010 and leading the Direct Acquisition team with strong emphasis on return on investment using performance media. During her time managing the Direct team and later Optus' 'Family' segment, Kim managed all major Broadband, Telephony and TV campaigns, whilst also being responsible for Optus' cross-sell campaigns.

Combining her love of Marketing Communications and Media Analytics, Kim joined OMD in July 2013 as National Head of Performance. In this role she manages a diverse portfolio of Performance clients including Bose, Virgin Money, eHarmony, Ancestry and the Thorn Group. Managing 16 media specialists, including Trading, Digital and Business Management teams, Kim has thrived in the dynamic culture of a media agency. Kim also acts as a data and analytics consultant across all other OMD clients, with a focus on improving media efficiency and ultimately business performance across OMD's varied client base.

Education & Qualifications

- Bachelor of Business Management (4 years) - Double major Marketing and Communications, Waikato University, NZ.
- Certificate of Direct Marketing completed with "Distinction", The New Zealand Marketing Association.
- Certificate IV Frontline Management, Optus College.

Personal Interests

- I love to keep fit and am an active Pilates enthusiast. I also confess to a love of nearly all sports, with a special place in my heart for the All Blacks, given I am a proud Kiwi! I am also a very keen traveller and love exploring new cultures, with a keen interest in food and wine.

“Kim your focus on people development and relationships has been amazing. You should be really proud of the year you’ve had and I felt privileged to be a part of it.”

Adam Cadwallader







Nicole Bardsley

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Career Summary

Current Job Title: Director of Brand & Communications
Current Company: Virgin Mobile Australia

Short Bio

Nicole is a creative and strategic marketer with 14 years experience working for iconic Australian and UK brands. Nicole is currently Director of Brand & Communications at Virgin Mobile Australia, where she has spent the last three years leading the brand to produce fresh, innovative, social by design campaigns '#mealforameal' and the interactive location based mobile application 'Game of Phones'. Nicole led the team that was responsible for the 2014 Cannes Lions Effectiveness award winning campaign 'Fair Go Bro', which delivered Virgin Mobile the best sales and retention results ever. She also directed the biggest rebrand in Virgin Mobile Australia's history, which has subsequently been adopted internationally by other Virgin Mobile businesses, setting a new global benchmark.

Prior to this Nicole spent six years working at Foxtel in a number of roles and marketing disciplines including direct marketing, brand, acquisition, product and strategic planning. As Brand & Acquisition Marketing Manager, Nicole delivered numerous high profile acquisition campaigns including Foxtel's most successful sales campaign 'EOFYS 2009' and the Effie award-winning 'Good News Sale' which delivered a record-breaking sales year for Foxtel.

Prior to Foxtel, Nicole combined her passion for travel with her career, working in the UK for three years in retail marketing for CC, part of the Austin Reed Group and Allders Department Stores.

Nicole started her career in advertising and direct marketing at David Jones in 2000, before this Nicole volunteered in the marketing media centre at the Sydney 2000 Olympics.

Whilst growing and developing brands throughout her career Nicole has had some spectacular pit stops along the way – she's hiked to Everest Base Camp and travelled the Trans-Siberian railway.

Education & Qualifications

Tertiary

Bachelor of Arts in Communication, UTS (1997 – 2000).

Professional Courses

- Singtel Talent Program (2014).
- Leading to Inspire, Virgin Mobile Leadership Program (2012-2014).
- Lead the Way, advanced FOXTEL L&D Leadership Program (2011).
- Lead The Way, intensive FOXTEL L&D Leadership Program (2010).
- Leadership – Intro to, FOXTEL L&D Leadership Program (2009).
- Public Speaking & Presenting Masterclass, Matt Church (2008).



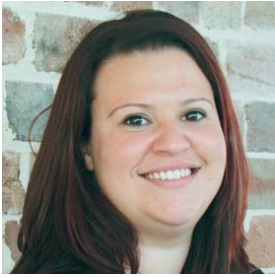
Personal Interests

Personal interest and activities outside the work environment:

- Fitness & Health – I train a couple of days a week with a personal trainer and am known for my frequent detox health kicks and for feeding my family and work colleagues healthy sugar-free treats.
- Yoga – I have been practising yoga and/or Pilates since 2000.
- Photography & Art – I enjoy photography and have undertaken a number of courses to develop my photography skills including:
Camera Craft II, Australian Centre for Photography (2011) Camera Craft I, Australian Centre for Photography (2010) Drawing & Painting, City East Community College (2009) Photography Fundamentals, City East Community College (2008).
- Travel – I love travelling and experiencing new cultures. I've just returned from my honeymoon in Sri Lanka and the Maldives.

- Walking & Trekking – I like the challenge of a long hike and especially combining this with travel. A few of my hiking highlights include:
Ella Rock, Sri Lanka (Jan 2015).
Upper Yosemite Falls, Yosemite National Park (Apr 2014).
Everest Base Camp Trek 22 days, Nepal (Nov-Dec 2008).
Climbed Kala Pattar, 5643m, Nepal.
Climbed Mount Kinabalu, 4095m, Malaysian Borneo (Aug 2007).
Climbed Mount Sinai, 2285m, Sinai Peninsula, Egypt (Apr 2005).
- Theatre & Music – I'm a big fan of live performances and recently saw two great Sydney Festival shows *The Kitchen* and *A Simple Space*.





Pia Coyle

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Career Summary

Current Job Title: Head of Trading and Amplification
Current Company: IKON Communications

Short Bio

Pia is currently Head of Amplification & Trading at independent Australian-owned IKON Communications. She leads a team of 40 planning and investment staff, ensuring that client's media strategy is turned into a reality that drives business outcomes. She is zealous about new media and innovation in channel, driving the team to think differently at every brief. Her passions include mentoring young traders, developing the team and ensuring she builds and maintains market leading relationships with suppliers and clients.

Prior to this, she was the client lead on the Coca-Cola account, and oversaw that trading and negotiation output on Coke, Vodafone, Diageo and NIB.

Pia has a media agency pedigree that also includes global agency groups UM and Starcom. At these agencies, she honed her planning, investment and client management skills, before moving into her current discipline head role at IKON. She has worked on almost every category during her 13-year career; Entertainment (Sony Pictures Theatrical), Finance (Commonwealth Bank, Virgin Money, BankWest), Insurance (NIB), Auto (Subaru), Beverages (Coca-Cola), FMCG (Goodman Fielder, SPC, Unilever), Cosmetics (L'Oreal) Telco (Vodafone), Retail (Myer, Wesfarmers), QSR (Subway), Electrical (Panasonic), Tech (Microsoft) and Government (Australian Labor Party).

Education & Qualifications

- BA (Media & Communications) University of Sydney 2001-2004
- Drama Teaching Qualification – Trinity College, London.

Personal Interests

- Hanging out with my 1-year-old son, Milo.
- Writing (one day I want to write a novel).
- Reading (I run a book club).
- Dogs & animal rescue.





“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom. Explore the unique space that a question creates for you and them.”





Tim Kirby

Contact Details

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Twitter: @timrkirby

Career Summary

Current Job Title: Head of Account Management, Australia
Current Company: Naked Communications

Short Bio

Tim is currently Head of Account Management at Naked Communications, Sydney, having been with the agency for four and a half years. In his current role Tim is responsible for client leadership across the entire agency portfolio, new business efforts, and contributes to broader agency management.

During his tenure at Naked Tim has grown and evolved with the agency, developing and executing a huge range of work for clients such as SBS, Red Rooster, Nestlé, Accor Hotels, GlaxoSmithKline and Southern Comfort.

Prior to joining Naked, Tim spent four years learning the agency ropes at The Marketing Store, Sydney, where he joined as an Account Director to manage the Bundaberg Rum business and subsequently led teams working on brands such as Canon, McDonald's, Uncle Toby's cereals and Intercontinental Hotel Group.

His time at The Marketing Store was Tim's first taste of agency life, having made the move agency-side after a stint working in the marketing team at Foxtel. During this time at Foxtel Tim cut his teeth in the world of DM, and was responsible for marketing to residents of apartments.

Tim's career in marketing started in the UK, as a graduate of Red Bull's Student Brand Manager programme while at university. Upon completing his degree he joined Red Bull full time, working up to the position of Regional Brand Manager and gaining invaluable experience across everything from sales promotions to PR, and from athlete management to advertising.

Outside work Tim can usually be found taking part in, or watching sport of some kind. He is a keen ocean swimmer, a distinctly poor triathlete and a fierce fan of England when they are playing pretty much anything. Tim is just 1 cm short of officially being recognized as a giant, and he enjoys using his height to his advantage at gigs.

Education & Qualifications

Education & Qualifications

- The University of Nottingham, UK.
M.Eng, Manufacturing Engineering and Management.
Classification: Second class, first division (2:1).
- Bedford School, UK.
A-Levels: Technology (A), Physics (A), Mathematics (B).

Personal Interests

- Outside work Tim is a keen sportsman. Like many professionals in his mid-thirties, he has followed a path into triathlon, and is also passionate about ocean swimming. When not participating in sport himself, Tim can be found supporting the success (or lack thereof) of mother England in rugby, cricket or pretty much anything else.
- He is currently rediscovering a range of other interests, from photography to carpentry, and has always been a lover of live music. While Sydney is now very much home, Tim also loves to travel frequently.



“Fantastic to work with Tim; who was thrown into a GM role just as his coaching and Marketing Academy journey began!

A great test ground to put into play everything he was learning in his coaching. Best of luck for the future.”

Selina Ryane





Ernesto Soriano

Contact Details

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Twitter: @ernesto

Career Summary

Current Job Title: Head of Marketing, Google Play, AU/NZ
Current Company: Google Australia Pty Ltd.

Short Bio

Ernesto leads Google's marketing efforts fuelling digital content growth in Australia and New Zealand through its digital content platform, Google Play. In this capacity he is responsible for new user acquisition, product marketing, subscription adoption and overall brand love across Google Play's established apps and games business, as well as its growing digital content business in music, movies, TV, books and magazines. He is a firm believer in evolution through new technology, and is always looking for willing collaborators in wacky experiments – like six-sided music videos. Prior to this role he led marketing across Google's suite of digital content platforms; some of his most memorable projects include the launch of Google's first underwater Streetview collection in Google Maps; and the YouTube Symphony Orchestra 2011, in which 101 musicians from 33 countries were selected via YouTube and brought to Sydney for a week-long festival of music, creativity and technology.

Originally from southern California and a graduate of Georgetown University in Washington, DC, Ernesto made his way across the Pacific five years ago after spending four years with Google's sales and operations team in Chicago. There he developed go-to-market strategies across a variety of new products including YouTube's first auction-based ads products.

Ernesto lives in Bondi Beach and plays as much beach volleyball as possible, when not otherwise lounging on a grassy knoll or plot of sand. He is an absolute travel junkie, loves food, taking photos and taking photos of food.

Education & Qualifications

- Georgetown University
College of Arts & Sciences, B.A. Political Economy,
May 2004.

Personal Interests

- Volleyball, Scuba, Photography, Food, Travel.



“Ernesto has deepened his understanding of his passion to lead and his compassion for people. His journey has involved exploring his ambition, refining some skills and adding new ones. He’s embracing his ego as an essential attribute and one he can dial up or down to suit the occasion. One of his strengths is seizing opportunities and he’s put the program and coaching to good use. He’s insightful and reflective and sees his own contribution in context of the wider system. I ask myself what lasting impact there may be? For Ernesto, increased self-insight and related to that, resilience. For society, a leader willing to take on the big challenges.”

Ann Whyte





Heilan Bolton

Contact Details

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Career Summary

Current Job Title: Marketing Manager
Current Company: 20th Century Fox

Short Bio

Heilan is currently the Theatrical Marketing Manager at 20th Century Fox Australia where she has been performing this role for the past 3.5 years. She is responsible for the management of all marketing strategy, advertising and media budgets for her allocated titles. Prior to this she contracted at ANZ for four months, leading the Global Sponsorship Strategy for Institutional Banking. She had come from four years at Telstra in various senior marketing positions, lastly holding the Senior Youth and Brand Marketing Manager position. This involved strategic planning, stakeholder management/ negotiation, fiscal responsibilities and the management of seven rostered agencies. In 2004 Heilan decided to expand her career horizon and work in the exciting and challenging London market in contracted Marketing Communications Management roles. This gave her exposure to working with international teams as well as highly regarded global creative and media agencies, which proved invaluable. It also gave her the opportunity to travel extensively throughout Europe and East Africa. Heilan moved back to Australia in 2006 as her previous employer, 3 Mobile, requested her to take the lead on the advertising and sponsorship leverage of the Ashes Test Series (which 3 mobile was the main sponsor) as she had had extensive experience working at 3 before she moved to the UK. In 2002 Heilan was hired by Orange mobile as the Marketing Communications Executive. Orange re-branded in Australia and launched 3 Mobile – a new brand in a new category and Heilan was approached by senior management to take on the newly created Advertising Executive role which she relished and was soon promoted to Advertising Manager. Heilan also worked at Optus

across several products and teams which gave her excellent grounding for where she is today. From these experiences Heilan has developed excellent friendships and gained mentors along the way.

Education & Qualifications

- 2003 – Marketing Practice (Australian Institute Of Management).
- 1997 – Bachelor of Arts, Sports Studies (The University Of Western Sydney).
- 1993 – Higher School Certificate.

Personal Interests

- Traveling – I love exploring new places and I aim to make at least one overseas trip a year.
- Horses!!! I competed and represented Australia in dressage and eventing for most of my teens and into my 20s. I still try and have a ride as often as possible.
- General health and wellbeing – I love cooking and it makes me happy to eat well and exercise with my besties and husband.
- I enjoy the monthly Book Club I'm part of because I love reading and meeting people with similar interests.
- Yoga.
- Pilates.
- Biathlons.



“Always focus on your greatness as a relationship builder. Use this strengths to serve you, them and those you both serve. Explore the unique space that a question creates for you and them.”

Oscar Trimboli









Jane Merrick

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Career Summary

Current Job Title: Head of Marketing Communications
Current Company: IAG

Short Bio

Jane is currently the Head of Marketing Communications in the Personal Insurance Division at IAG, Australia's largest insurer.

In this role she is responsible for full end-to-end marketing planning and execution of customer marketing across all channels for IAG's Personal Insurance Brands (NRMA Insurance, SGIO & SGIC).

Jane has been with IAG for just over five years, and prior to her current role, led the Brand Strategy and Direct Marketing teams. Before joining the world of insurance, Jane career's was founded in roles at Vodafone, American Express, and Avon Products in Australia, with a couple of years as an FMCG product manager in London.

Jane has a proven track record across almost all marketing disciplines, including brand strategy, CRM and lifecycle management, portfolio management, direct marketing, research, analytics and affinity and sponsorship marketing.

Over her 20-year career across retail, financial services and telecommunications, Jane has become a highly experienced, passionate and motivated customer marketer. She is a strong people leader and manager, is results driven and has proven commercial acumen. With excellent stakeholder management skills she is able to continuously develop her team members and build positive professional relationships and partnerships.

Outside work, she juggles life with two small children and her chef husband, which means they can keep somewhat unsociable hours, but they eat well as a trade off! Jane enjoys good food and wine and inevitably pursues an active outdoor lifestyle to burn off the calories.

Education & Qualifications

- "Catalyst" Leadership Program (Internal IAG Program), Duke University 2013.
- Advanced Diploma in Management, Management Consultant International, 2012.
- Bachelor of Business Double Major Marketing & Management, University of Technology Sydney: 1991-1993.

Personal Interests

- Travel.
- Entertaining.
- Food.
- Wine.
- Boxing.



“I really enjoyed my time with Jane, she is a natural leader, open to learning and exploring ways of doing things differently for the benefit of her team and moreover the organisation. She is already a successful leader, facing difficult challenges that she is handling with significant maturity. Jane has great potential for future leadership roles and I look forward to remaining in contact with her. I wish her every good wish for the future.”

Elinor Crossing





Justin Robinson

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Career Summary

Current Job Title: Director of Marketing Operations and Media
Current Company: Foxtel Management Pty Ltd

Short Bio

Justin Robinson is Director of Marketing Operations & Media at Foxtel where he is responsible for leading strategic planning, managing agency relationships, workflow and process across the marketing group and leads all aspects of media planning and buying.

With a passion for digital media and technology, Justin has recently led his team at Foxtel to build a full-scale in-house programmatic buy-side media platform that services both new acquisition and customer objectives across the business.

He has over 16 years industry experience, working initially on the media agency side in a variety of roles spanning strategy, planning and buying. In 2006 he moved into a client side role, joining Telstra BigPond where he was responsible for setting up the media management role, before moving to Foxtel in 2008.

Education & Qualifications

Professional Development

- The Alignment Partnership (TAP) Accelerated Leadership Impact & Transformation Program – Dec 2013 – Nov 2014.
- Macquarie Graduate School of Management - Leading & Managing Change (Short-course) – December 2011.
- Red Spider Brand Strategy Training / Short course – September 2005.

Bachelor of Business - Major in Marketing / Management.

- The University of Newcastle, 1994 – 1998.

Higher School Certificate.

- Knox Grammar School, Wahroonga, Sydney: 1986 – 1993.

Personal Interests

- Rock Climbing / Skiing / Mountaineering / Surfing / Adventure Travel / Film.
- Advisory board member – ‘Ocean Film Festival Australia’.
- Crew Leader – NSW Rural Fire Service (1993 – current).

“If you want to be a truly effective leader...
don’t make it about you - make it about them.”

Stephen Maconachie





Lucy Plunkett

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Career Summary

Current Job Title: General Manager
Current Company: Play Communications

Short Bio

Lucy is the General Manager of Play Communications and oversees the agency to develop brand-experience thinking for clients such as Volkswagen, Mondelez, Foxtel and Lenovo. Her career has spanned 14 years in London, Sydney and Melbourne with experience across youth, technology, music and FMCG marketing.

Prior to Play she spent five years at BD Network an integrated agency in London. She spent two years growing and leading a team of 20 to deliver Pan-European campaigns for Nintendo, Coca-Cola and Diageo. She presented a business plan to launch BD in Australia and after winning a significant pitch, launched the agency in Melbourne in 2010. She directed its first local campaign for Whiskas which was awarded a Gold Effie for Effectiveness in the agency's first year of operation. BD Network was awarded AdNews Emerging Agency of the Year in 2011 only after 18 months in the market.

Back in 2005 Lucy worked as an Account Director at the UK's largest media and marketing company, MAMA Group. Her role was to connect brands with music opportunities to deliver campaigns for 3 Mobile and The Times, as well as be at the forefront of launching bands and brands via emerging social media channels such as MySpace.

Lucy started her career at Student Marketing Australia developing youth marketing strategies for the likes of Apple, Commonwealth Bank and Sony. She led brand marketing activity on university campuses for over 5 years from strategy through to implementation. She left the agency in the role of General Manager in 2003 to develop her career in London.

Education & Qualifications

- Bachelor of Business, University of Technology, Sydney (1999 – 2004).
- Majors: Marketing, Public Relations & Public Communication.
- Group M Aspire Leadership Training (2014).

Personal Interests

- Mentoring/coaching, Music, Family, Gym/Running, Socialising, Walking my dog.

“Lucy in a very short time you inspired me with your honesty, your vulnerability and your mindset of being a great leader serving others.

It's been great to watch your progress and see you promoted to leading your organisation in Australia.”

Oscar Trimboli





Justin Taylor

Contact Details

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Career Summary

Current Job Title: Category Marketing Manager
– Spreads ANZ

Current Company: Mondelez Australia

Short Bio

Having been at Mondelez International for over four years, Justin was recently promoted to Category Marketing Manager – Spreads ANZ. Previous to that he was responsible for VEGEMITE, one of Australia's most iconic brands found in over 8 out of 10 homes in Australia. He led its integrated marketing campaigns as well developing new revenue streams through licensing programs. Within this role he has also played a pivotal role in establishing digital within the marketing department including winning 'best use of marketing' in mobile at the Australian Mobile Awards.

Prior to that Justin lived in the UK after moving from Australia being responsible for one of UK's most iconic brands Heinz Beanz where he was able to pursue his passion for travel as well as building international FMCG experience.

Justin started his career with a marketing internship with Fosters Group during his final year of study at Monash University graduating with a Bachelor of Business (Marketing). Subsequent to his marketing internship Justin developed his skills across sales and category development functions working on brands such as Libra and Tena gaining valuable experience before returning to Marketing. One of Justin's greatest achievements was completing his first Half-Ironman in 2014 and he has plans to do a full Ironman in the future.

Education & Qualifications

- Bachelor of Business (Marketing), Monash University, Caulfield, Australia.

Personal Interests

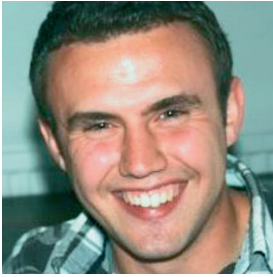
- Adding to the list of countries that we have been to (45 and counting).
- Fitness / Triathlon's – Completed my first half-Ironman and aim to do the full Ironman.
- Spending time with my family.
- Renovating and creating our dream house.



“Dear Justin, what a marvellous year this has been for you personally and professionally. Your desire to take the bounty of knowledge acquired from the Marketing Academy and cascade it by engaging key stakeholders and building alliances opened the door to take an active leadership role. Your early recognition that it’s action that separates those that think from those that achieve was a precursor for significant change. Your desire to build a strong culture by investing in those around you is a leadership trait that will guide you throughout your life. In Peter Drucker’s words ‘Management is doing things right; leadership is doing the right things’ I am very grateful for the opportunity to support you in doing the right things.”

Sarah Mazur





Paul Connell

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Career Summary

Current Job Title: Home Care Business Team Leader – ANZ
Current Company: Unilever

Short Bio

Paul is the Business Team Leader for Unilever’s HomeCare business in ANZ and responsible for lightening the load/brightening homes of 27m people through brands including Omo, Persil, Surf, Comfort, Drive, Jif and Domestos.

Originally from London and now living in Sydney, Paul started his career at Unilever in the UK through the UFLP scheme in 2007. During his time in the UK, he has held various positions in Marketing and Customer from launching Dove Men+Care to developing UK Shopper Marketing capability. Paul also was a founder of the Young Leaders for Sustainability Network built from his passion for both Social Enterprise and empowering Young leaders. He joined the ANZ business in 2012, leading the Magnum, Cornetto and Streets Ice Cream brands before moving to his current position.

During this time, both at Unilever and personally he has been a consistent advocate for Social Enterprise and doing well by doing good. From setting up Young Leaders for Sustainability across 30 countries at Unilever to mentoring and working with several NGOs, charities and social entrepreneurs on their marketing and commercial strategies he has made it a mission to champion “social enterprise without compromise” and inspire belief in people to think differently, without constraint and take a lead to improve their own and others circumstances from the bottom up.

Loves Lego unashamedly.

Education & Qualifications

- Manufacturing Engineering & Management MEng degree – 1st Class Honours – 2006 Warwick University.

Personal Interests

- Sport – I enjoy football (soccer), cycling and running as well as recently completing a Skipper course in sailing and a new found passion for stand up paddleboarding.
- Cooking/Food – more of a Jamie Oliver than a Heston Blumenthal in the kitchen but I love cooking and hosting.
- Travelling – highlights include teaching in Zambia, learning to scuba dive in Egypt and sailing the Whitsundays.



“Paul - you have demonstrated many of the critical ingredients that emerging leaders need - future focus, belief in purpose and a capacity to be open to the possibility that there are multiple ways of moving ahead. However, most importantly, you maintain a genuine curiosity as a way of tackling a rapidly changing world. This for me has been most refreshing.”

Mark Powell





David Halter

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Career Summary

Current Job Title: Digital Planning Director
Current Company: Clemenger BBDO Sydney

Short Bio

In 2007, the independent shop Loud took David in as part of the AFA (now Communications Council) graduate program. The flat structure gave him a front-row seat to the likes of ING's Billy Connolly campaign, Cerebral Palsy Alliance, Bayer, Animals Australia and Transport for NSW.

In 2011, David took a hybrid role at Ogilvy London. Part brand planner at Ogilvy & Mather, half digital planner at OgilvyOne. The job gave him global exposure to both disciplines on a huge scale working with British Airways, Transport for London, American Express, Visit London, Kronenbourg 1664 and Unilever.

In that time he helped setup #OgilvyChange – a dedicated behavioural economics division consisting of planners, creative's, psychologists, academics and researchers working with British Airways, IBM, British Gas and BT.

David returned to sunny Sydney for the birth of his first child in 2012, where Clemenger BBDO offered him a spot as Digital Planning Director working on every major account in the agency including: Wrigley's, Foxtel, Virgin Australia, Velocity Frequent Flyer, Hungry Jack's and Mars Food.

Apart from client work, David is considered a 'change agent', slowly working his way through the business and optimising it for a digital world. He is the author of an internal training program called Digital Everyone and also helps clients understand the basics of a connected marketing world with a program called Digital Excellence.

David cares more about people than technology and is data obsessed, in all shapes and sizes. He also has the annoying tendency to play the piano at agency parties.

Education & Qualifications

- 2014, Clemenger University, Melbourne Business School.
- 2010, AFA AdSchool (now Communications Council), Strategic Planning Principals, High Distinction.
- 2009, TED Global, Oxford University, United Kingdom, Life Changing.
- 2008, AWARD School, Creative thinking Course, Credit.
- 2007, AFA AdSchool (now Communications Council), Foundation Bootcamp, AFA Graduate Program, Distinction.
- 2002-2004, Macquarie University, B Creative Arts, Major in business & Music.

Personal Interests

- My wife and my two little boys, they are the best.
- Cricket and rugby mad, it's going to be a big year.
- Playing piano in my bands, I'm a frustrated musician.
- Golf, not any good but I enjoy the walk.







Michael McKeown

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Career Summary

Current Job Title: Marketing Manager
Current Company: Carlton & United Breweries

Short Bio

Currently employed as Marketing Manager at Carlton & United Breweries, Michael has spent the past 4.5 years managing a number of iconic Australian brands. Working predominately across the Carlton portfolio, Michael has managed or is managing, brands including Carlton Draught, Carlton Dry, Carlton Mid, Carlton Cold and Great Northern Brewing Company. Most notably during his time with CUB, he has developed both Carlton Dry and Great Northern to the two fastest growing beer brands in Australia.

Michael joined CUB as a Senior Brand Manager after managing the businesses advertising account for 2.5 years with Clemenger BBDO. Prior this, he worked with Leo Burnett Melbourne, managing a wide variety of accounts including Nintendo, The Australian Grand Prix, Mercer Wealth Solutions, Suzuki Motor Bikes and Connex Melbourne.

Michael started his career working for Wunderman as an Account Executive working in house at their global client, the Ford Motor Company. At Ford, Michael was responsible for managing sponsorship and events for the businesses fleet department.

Michael completed a Bachelor of Business Degree, majoring in Marketing, at the Royal Melbourne Institute of Technology (RMIT). During this time he gained valuable hands-on experience whilst working at three Olympic Games, including those held in Sydney, Salt Lake City and Athens.

Education & Qualifications

- Bachelor of Business marketing – RMIT Melbourne 2001 - 2006.

Personal Interests

- Family.
- Fitness.
- Surfing.
- Surf Life Saving.
- Travel.
- Swimming.
- Cars.
- Ancient history / Industrial revolution history.
- DIY home improvement.

“Mick you’re on a pathway to enormous success. Keep believing in what you already have to offer and what makes you unique, as it is gold.”

Kathy Rodwell







Mim Orlando

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Career Summary

Current Job Title: Marketing Manager – Carlton Dry and Pure Blonde
Current Company: SABMiller

Short Bio

Mim was appointed Marketing Manager of Carlton Dry and Pure Blonde for SABMiller in July 2014. His role is to ensure SABMiller has a relevant portfolio within the youth and contemporary beer sub-segments. Mim has continued the amazing momentum on Carlton Dry via an evolved positioning that leverages both action sports and music, and the launch of multiple occasion based pack formats.

Prior to this role, Mim was the Senior Brand Manager of Victoria Bitter, reclaiming VB's position as Australia's number one beer after a decade of decline and cementing the brand as an Australian icon. Prior to VB, Mim held the role of Brand Manager Cascade Brewery Co, bringing Cascade's rich heritage to life across multiple touch points including a Cascade beer app with over 600 beer-tasting notes and videos that utilised barcode scanning technology.

Throughout his career Mim has held a variety of brand, customer marketing and sales roles in Australia including Trade Marketing Manager Penfolds and Yellowglen with Fosters and Assistant Brand Manager Carlton Draught with CUB.

As well as brand and customer marketing experience, Mim has led major brand partnerships with Australia's largest sports – AFL, NRL, Cricket Australia and State of Origin.

Mim holds a Bachelor of Commerce degree, majoring in Marketing and Management from Deakin University.

Education & Qualifications

- Deakin University: Graduated with Bachelor of Commerce (Majors in Marketing, Management) 1999 – 2001.
- Mazenod College: Graduated 1998.

Personal Interests

- Keen sportsman with a particular passion for soccer and golf.
- Partial to a great bottle of red wine.



“Stay focused on your strengths and use your clear-sighted intelligence to keep guiding you forward. Keep the balance between work and play always right - what you do outside work will always help build you into the professional you are inside. I will watch your career grow with great interest. Good Luck!”

Vanessa Potts





Nick Turner

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Career Summary

Current Job Title: Senior Marketing Manager - Retail Marketing

Current Company: News Corp Australia

Short Bio

Nick is currently the Senior National Marketing Manager at News Corp Australia, who with his team is responsible for developing and executing the national retail marketing activities for The Daily Telegraph, Herald Sun, Courier Mail, Adelaide Advertiser, The Mercury, NNTimes and Perth Sunday Times across 4500 unstructured and 1500 structured retail outlets.

Having joined News Corp 18-months ago Nick has introduced a number of key initiatives which have improved the level of collaboration, quality and impact in the marketplace. With his strong commercial focus, insight led, test and learn approach Nick has successfully delivered significant and sustainable improvements across the entire value chain resulting in a positive shift in the ROI of his marketing budget.

Prior to joining News Corp Nick, held a number of brand and category roles within Reckitt Benckiser and Nestlé. It was at Reckitt Benckiser where Nick developed his passion for understanding the consumer working across a mix of categories including health, personal and household care. Once at Nestle Nick focussed on the confectionery category and it is here, after developing, launching and generating awareness for award-winning chocolate bars, he moved into Category Management. In this role he worked closely with his sales team in partnership with Australia's leading retailers.

Education & Qualifications

- Bachelor of Business (BBus) Major: International Business.
- The University of Newcastle.

Personal Interests

- Flying, sailing, golf, motorbike riding, travel and spending quality time family and friends.

Bill Bradley said...
“Ambition is the path to success. Persistence is the vehicle you arrive in.”

Natalie Goldman





Jo McAlister

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Career Summary

Current Job Title: Head of Group Marketing
Current Company: SBS

Short Bio

Jo McAlister has been with SBS for the last four years, most recently in the role of Head of Group Marketing. At present, Jo oversees the marketing activities across all SBS platforms, including SBS ONE, SBS2, SBS On Demand, SBS Radio, sbs.com and the Foxtel subscription channels, World Movies and STUDIO. Jo’s team at SBS manages all aspects of marketing, events, sponsorship, CRM, promotions, digital and social media. In 2014 marketing highlights included attracting a 10million+ audience for the FIFA World Cup and 3 million+ audience over three nights for Eurovision Song Contest.

Previously, Jo was Marketing Communications Manager at the Seven Network for over 6 years, where she was part of the team that transformed Seven from No 2 to the clear No 1 free-to-air network. Jo launched several large franchise series such as *My Kitchen Rules*, *X Factor* and *Australia’s Got Talent*, plus launched the digital channels 7Two and 7mate. Before being headhunted by Seven, Jo worked on Seven business at the Australian Radio Network as the National Promotions Manager working across all major media agencies.

Prior to moving to Sydney to work for ABC Radio, Jo worked in her hometown of Perth in various marketing roles, including as the Marketing Manager of the West Australian Symphony Orchestra.

Education & Qualifications

- Bachelor of Commerce with Distinction (Marketing and Public Relations).

Personal Interests

- Love my family and friends.
- Love being active.
- Love to be creative.

“It’s been a pleasure and a privilege to coach Jo and to watch her blossom. Her enthusiasm for growth as an individual and as a leader in her field is inspiring. She will succeed in anything she sets her sights on and I wish her all the best in her future endeavours.”

Liane Morris





Rachel Taylor

Contact Details

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Career Summary

Current Job Title: Marketing Manager:
Carbonated Soft Drinks- ANZ
Current Company: PepsiCo

Short Bio

Rachel joined PepsiCo in 2013 and is currently Marketing Manager of the Carbonated Soft Drinks portfolio for ANZ, leading a talented team to unlock growth for the Pepsi, Mountain Dew and 7Up trademarks, working hand in hand with their bottlers. Success to date includes share gain in a challenging market place, driven by disruptive innovation, strong communications and the delivery of engaging TTL activation programmes, including the 2015 ICC Cricket World Cup. Prior to this, Rachel worked for Diageo for 9 years, moving to Sydney in 2011 to take up the role of Innovation Manager, where she most recently led the Vodka Innovation agenda, building a pipeline of new to world products and global SKUs to step change performance. Highlights included developing and launching Smirnoff Double Black Vodka – a world first – along with new additions to the Smirnoff Flavours portfolio. Prior to taking up leadership of the Vodka agenda, Rachel launched Johnnie Walker Double Black, Diageo Australia’s most successful innovation of 2012. Before moving to Australia in 2011, Rachel held a series of Brand Management and Innovation roles for Diageo in London, most recently leading the Rum/Rum-based Spirits portfolio, during which time she led the Morgan’s Spiced team to unlock double digit growth, also leading a major repositioning for the brand. Her early experience includes Premix & Beer Innovation in Europe, as well as brand management roles on Baileys and Guinness in Great Britain.

- 1998 to 2001: The University of Birmingham, England Geography BSc (Hons) 2:1
- 1992 to 1998: Wycombe High School, High Wycombe, England A Levels (1998): 1 x (A) and 2 x (B), including Mathematics.
- GCSEs (1996): 9 in total: 3 x (A*) and 6 x (A), including English and Mathematics.

Personal Interests

- Playing field hockey – currently competing for the East Coast Dolphins Hockey Club.
- Running – currently running for fun having previously completed the London Marathon and City 2 Surf.
- Water sports – discovering paddle boarding and sailing.
- Socialising & Travelling – enjoying exploring new restaurants and bars and attending sporting tournaments, as well as travelling to new places in Australia or overseas.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Pat Skalsky

Education & Qualifications

- 2013: Prince 2 Foundation – Qualification in Project Management.
- 2007: Wine & Spirits Education Trust (WSET) Level 2 – Qualification in Spirits.





Sharon Lewis

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Career Summary

Current Job Title: Executive Producer
Current Company: M&C Saatchi

Short Bio

Sharon is currently the Digital Executive Producer at M&C Saatchi Sydney, recently named the second most innovative company in Australia, as well as B&T's 2014 Agency of the Year. Joining in 2010, Sharon started as Digital Producer and quickly progressed to her current role where she leads a team of 15+ digital producers, servicing all clients and companies within the M&C Saatchi Group, and was awarded Employee of the Year in 2013.

With a focus on brand problem solving and innovation beyond traditional media, communications and advertising, Sharon thrives on creating an inspiring and creative environment for her team, and providing integrated solutions that are digital at the core. Her team produced everything from targeted display advertising, responsive websites and platforms, through to web and mobile apps, experiential activations, social media campaigns and games. Sharon sits on the leadership team, works closely with senior internal and external stakeholders, and is a major contributor to all new business initiatives – proactive or pitch.

Sharon has worked on a multitude of trans-global marketing campaigns over her career, across various industries such as finance, electronics, travel, insurance, telecommunications, government, FMCG, automotive, fashion and entertainment. She has produced a number of global award winning campaigns for clients such as The Commonwealth Bank, Optus, Google, Westfield and Qantas. Before joining M&C Saatchi, Sharon spent four years in London working as a Project Manager at Conde Nast Digital, Account Executive at BBH, and started her career as a Marketing Executive for Small Luxury Hotels of the World.

Education & Qualifications

- Certificate in Digital Marketing – Australian Direct Marketing Association.
- Bachelor of Business Marketing – Australian Catholic University.
- Higher School Certificate – Cheltenham Girls High School.

Personal Interests

- Travel.
- Food blogging.
- Netball.
- Yoga.
- Painting.

“A great lady who’s passionately connecting our world to new ideas!”

John Green





Hamish William Ayr Strahorn

Contact Details

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Career Summary

Current Job Title: Group Business Director
Current Company: Starcom Brisbane

Short Bio

Hamish has spent 14 years in the wider media / marketing and creative fields gaining insight across all aspects which has ultimately shaped his vision and direction in today's increasingly changing marketplace. This experience has opened the doors to a more unified thinking approach and delivery of campaign insights and activations, which he is now sharing with future talent of the media landscape through mentoring media/marketing students at the Queensland University of Technology on an annual basis.

Hamish has spent the last four years as Group Business Director at Starcom Brisbane with key account leadership and strategic responsibilities across the Suncorp Bank business along with a number of local clients and driving new business.

Prior to Starcom Hamish spent two years working within the Telstra in-house Media Department of where he led the strategic direction and activation of the Post Paid Mobile and Community portfolios. This provided experience in managing stakeholders across the internal marketing department and multiple agencies to deliver a unified strategic direction and activation.

Prior to Telstra, Hamish held strategic roles within the Starcom Sydney office leading the Sony Electronics business and at Telstra BigPond as a Strategic Marketing Manager shaping the brands strategic direction.

His media career began at OMD in Sydney working on a range of clients across the retail, FMCG and finance categories.

In 2002, post studies, Hamish jumped at the chance to work in London for an independent TV production company, Princess Productions. Rising through the ranks across a two-year period to become a trained camera operator across studio and OB shoots.

Education & Qualifications

- 2010: AFA (Adschool) Strategic Planning Principles.
- 2001: BA Agricultural Commerce, Sydney University (Orange Campus) 1999: AdDip Accounting, TAFE Toowoomba.
- 1996: Higher School Certificate, The Scots College Sydney.

Personal Interests

- Participation and viewing of sport.
- Cycling and raising money towards cancer charity events.
- Family.



“Service isn’t about bowing down before those you serve. Service is looking in their eyes and soul as an equal. Explore the unique space that a question creates for you and them.”





Vanessa Sanford

Contact Details

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Career Summary

Current Job Title: Executive Manager Social and Digital Channels

Current Company: Commonwealth Bank

Short Bio

Vanessa Sanford is an award – winning marketer with over 10 years experience spanning agency and in-house roles. Vanessa is passionate about delivering innovative marketing and media campaigns that are underpinned by business objectives.

As Executive Manager, Social and Digital Channels, Vanessa is responsible for driving the strategy for social media channels, as well as governance and best practice across CBA Group. She is also championing content marketing across the business, driving a fundamental shift in how CBA engages with customers.

Prior to her current role, Vanessa led the CBA media account at IKON. Over four years as Client Service Director, Vanessa demonstrated strategic media planning abilities and stakeholder management skills. She has a proven track record in delivering innovative campaigns through the line to deliver ROI.

Vanessa's background in digital media, strong analytical thinking, customer centric approach, and ability to identify trends position her to drive initiatives that have a transformative impact on business operations and improved profitability.

Vanessa is a passionate and motivated leader; with experience in managing teams of all sizes from both specialised and diverse functions.

Education & Qualifications

- 2006 – 2007: Interactive and Direct Marketing Diploma – Distinction.
- 2000 – 2004: University of Plymouth – BA (Hons) Marketing (2:1).
- 1997 – 1999: Lewes Tertiary College, UK.
- Advanced GNVQ Leisure and Tourism (16 Units) – Distinction.
- BETEC Cell Biology and Bio Chemistry – Distinction
- A/S Media Studies (C).
- 1992 – 1997: Oathall Community College, Haywards Heath, UK – 10 GCSEs.

Personal Interests

- Photography.
- Sprint triathlons.



“What a pleasure it has been to work with you Vanessa. You have inspired me with your courage to search for answers and truth, your wealth of talent and ideas, your passion to be a great leader and to give your best to your team and of course your openness to change, grow and embrace the bright future that is clearly open right before you now! Thank you for being such a joy to coach.”

Vanessa Fudge





William Papesch

Contact Details

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Work Mobile: 0447 600 889

Career Summary

Current Job Title: Marketing Manager

Current Company: DBG Australia Pty Ltd
(Business subsidiary of Heineken & DB Breweries NZ)

Short Bio

William Papesch, Marketing Manager at Heineken-owned Drinkworks Australia, is one of Australasia's most awarded marketers in 2014.

Will has recently been promoted from an Auckland-based role to build and lead a brand portfolio of eight beer and cider brands in the Australian market to underpin planned business growth. Heading up the marketing team, Will aligns with marketing teams globally to roll out local activity for brands such as Tiger, Monteith's and Sol.

Prior to Drinkworks, Will was marketing manager for one of New Zealand's most iconic brands, Tui, at DB Breweries (also Heineken-owned). Will played an integral part in the success of two world-renowned marketing campaigns, Tui 'Catch a Million' and 'Beer Plumber'. Both campaigns have brought Heineken much success, picking up a Grand Effie (NZ), four golds at SPIKES Asia Singapore, two golds at the Australian APMA Star Awards, and a prestigious gold Cannes Lions, to name but a few.

At Tui, Will was also responsible for the brand's sports leverage activity with the Hurricanes and Crusaders Super Rugby teams, as well as secured sponsorship rights for the 2015 Cricket World Cup in New Zealand.

Before joining DB in 2010, Will worked as a brand manager at Hansells Food Group where he helped grow the food business into a global success story. It was here that he developed and launched dozens of new products, and most notably was the lead in growing the global oil brand, Alfa One, now New Zealand's largest cooking oil brand.

Will began his marketing career at the Sanitarium Health Food Company, working on Weet-Bix and also involved in the Kids Triathlon and All Blacks promotions.

With more than 40 Australasian and international awards under his belt, Will is on a trajectory to ongoing success in the global arena.

Education & Qualifications

- AUT University – Bachelor of Business (Major: Management/ Minor Marketing).
- St Peters College Auckland – University Entrance.

Personal Interests

- Sport – I have played soccer in many representative teams, and more recently involved in Aussie Rules. Snowboarding – 12 years, I regularly spend winter weekend at the snow with friends.
- Food and wine – A family background in both food and wine (father a wine maker and mother an ex-chef) helped me learn and develop a passion for food and I collect wine.
- Exercise – I am passionate about staying healthy and maintaining a work/life balance.
- Travel – I spend my holidays exploring the world and cultures. Most recently I visited France, Italy and Spain. Previous to that I have backpacked through Vietnam and Bali.
- Business – I have a small share portfolio, and have a general interest in business management and financial markets.



“Working with someone so talented has been a great experience as a Coach.

Will has great potential and I know it sounds corny however being part of that leadership journey has been inspiring.”

Greg Graham





Duncan Parfitt

Contact Details

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Work Mobile: 0424 202 726

Career Summary

Current Job Title: Head of Performance and Analytics
Current Company: Matchmedia

Short Bio

Maths geek meets media.

Duncan is the Head of Performance of Analytics at Match Media and is responsible for the development and leadership of both divisions of the company. He is also a key part of the Executive Management Team and has been tasked with driving the agency vision for the next three years.

He has been instrumental in the growth that Match has experienced, leading and winning a number of pitches across the agency whilst directing the data and analytics revolution at Match, the fastest growing area of the company.

Originally from the UK, he was brought over to launch the Performance team and develop the offering, leading the team from one to 15, covering all dynamically bought media. The Analytics department works across the whole agency and is responsible for the measurement, optimisation and communication of performance of our clients and driving the access to and utilisation of analytics for all. The work produced by these teams has been awarded numerous Global and Local awards on clients such as IKEA, RAMS and Cancer Council NSW. Other clients within the team include: HCF, DNSW, NRMA, RedBalloon, Australian Super, Belong, Thrifty and CMC markets.

Prior to MatchMedia, Duncan was Head of Search at both LBi and Steak Digital, leading and growing large and successful departments, originally starting in media at Mindshare. Clients included Nokia, Disney, Sony, John Lewis, Virgin Holidays, IBM, Harrods, eBay, HSBC and Santander.

Before media an academic background of mathematics has allowed Duncan to progress throughout his career bringing a mathematical rigour and approach to the marketing industry. On a weekend he can be found on the country roads of New South Wales on a motorbike or bicycle and enjoying homemade bacon or the best Ribs this side of Texas.

Education & Qualifications

- BSc mathematics with Computer Science, Southampton University.

Personal Interests

- Cooking in general and specifically smoking and BBQing – I make my own bacon, biltong and the best ribs this side of Texas.
- Music and specifically playing guitar.
- Sport – mainly playing, just started playing netball for the first time!
- Cycling and mountain biking.
- Motorcycling and exploring Australia.
- Travelling in general and road trips in particular.

“In Africa we having a saying, ‘If you want to go fast, go alone. If you want to go far, go together’... I wish you both.”

Janine Daniels





Ian Edwards

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Twitter: @ianedwards10

Career Summary

Current Job Title: Group Business Director
Current Company: MEC

Short Bio

Ian is a Group Business Director at MEC in Sydney, where he is part of the management leadership team directing the future of the company across Australia.

At MEC he leads a team, which works across a wide range of clients including Allianz, GE, Tiffany & Co., Singapore Airlines and Blizzard, to name but a few. The team works across channels executing strategies to grow the clients' business.

Since his move to Australia he has been selected as one of ten to be part of the MEC Future's program across Asia, looking at the MEC business into the future.

Before moving to Sydney four years ago, Ian was a Business Director in London, leading the activation team for Activision across Europe. In that time he launched key titles including *Call of Duty: Modern Warfare 2*, *Skylanders* and *Guitar Hero*.

The move into digital media two years before gave Ian the skillset required to work with clients across disciplines. In the digital team he worked across campaigns that were UK and European focused, for both B2B and B2C clients.

All this started at MEC 11 years ago where he worked in the Global Solutions department, working across Sony Ericsson and Ericsson, learning the fundamentals of media.

Education & Qualifications

- Cardiff University, Wales – Bachelor of Science: Economics and Management.
- Dame Alice Owen, UK – A Levels in Maths, Business and Biology.

Personal Interests

- Football (Soccer).
- Street Art.
- Global cities.

“It’s been a whirlwind of ideas, concepts and opportunities that we have discussed over the last year. Your passion and excitement is infectious. Looking forward to seeing you tackle your next leadership challenge. Thanks for letting me be part of the journey.”

Josephine Lanzarone



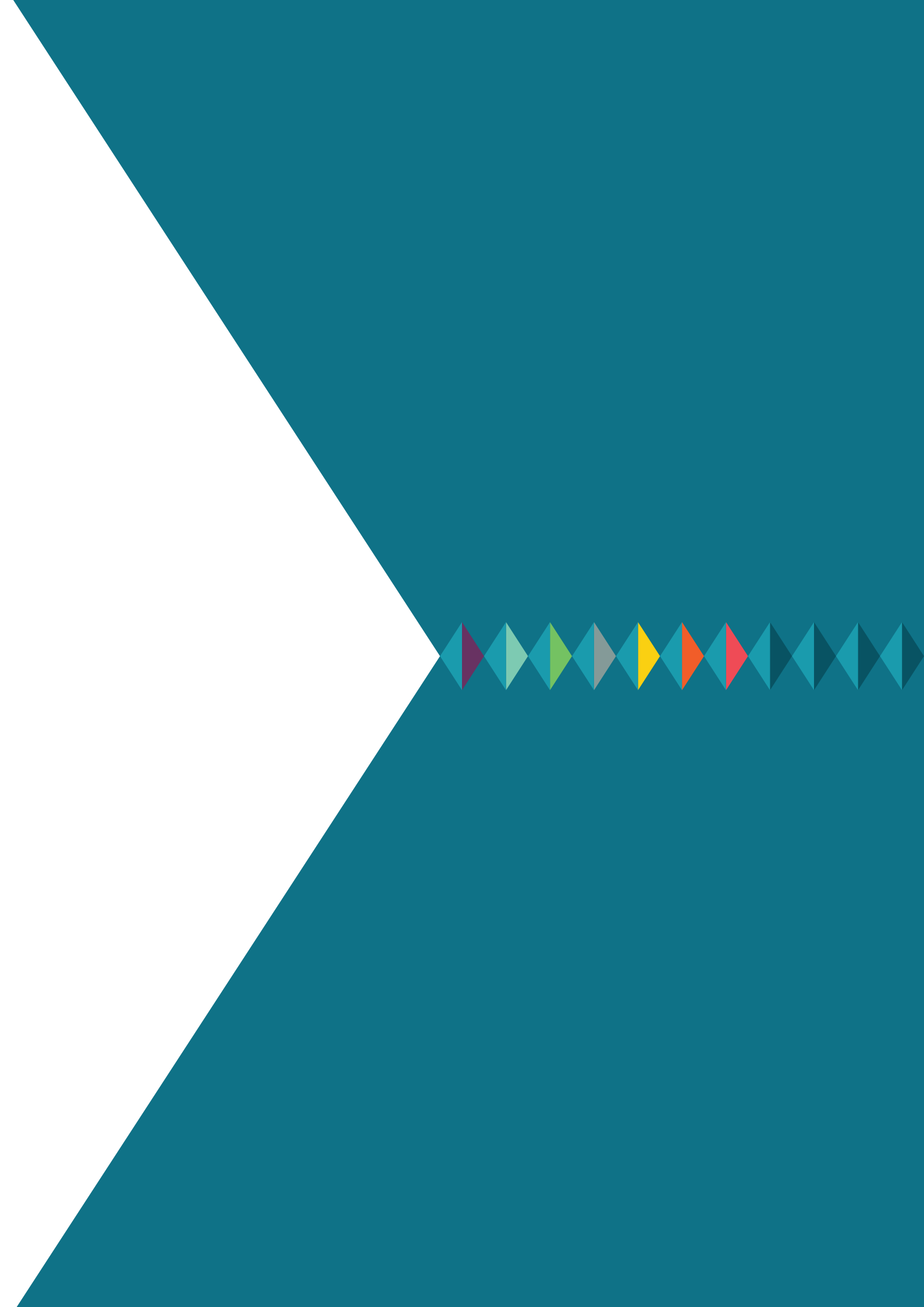
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