



THE MARKETING
ACADEMY



YEARBOOK

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2017

The Marketing Academy 2017 was sponsored by:





Dear class of 2017,

What a privilege it's been to watch how you've thrived during the last year. We've seen you stepping into your authentic self, taking responsibility, stretching out of your comfort zone to be the best you can possibly be and learning that true leadership is about developing others. It's also been a delight to see you become friends with each other forging relationships and connections that, with a little care and attention, will last your entire careers and beyond.

I'm incredibly proud of everything you have achieved; your willingness to learn, the energy and commitment you've demonstrated, the openness you've shown. With your talent, passion and generosity of spirit you are already inspiring a generation of marketers beneath you.

Please know that while your time on the Scholarship is over, your relationship with The Marketing Academy is not. As Alumni we'll be supporting you whenever, wherever and however you need us – for the rest of your working life.

Personally it's an honour to know you and share this short trip on your journey. I can promise I will be your biggest cheerleader, encouraging you on every step you take during your future careers.

With love

Sherilyn



Amanda Fuller

Contact Details

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Career Summary

Current Job Title: Managing Partner & APAC Regional Lead

Current Company: DDB Remedy, Omnicom

Short Bio

Amanda Fuller holds the position of Managing Partner at DDB Remedy Australia (DDB's Health-communication division) where her responsibilities are to lead the team and partner with clients towards business growth through insight-based solutions that harness current technology and unchanging human needs and emotion.

She also holds the dual-role of APAC Health Lead for Omnicom. In this role she ensures the network opportunities are shared, key clients are connected with the right agency capabilities and group best practice sharing takes place.

Amanda is an active board member for the Communication Council's Healthcare committee. Amanda has worked for DDB Remedy for over 10 years, starting in London as Business Manager where she stayed and progressed for 4 years before returning to Sydney. Each 12-24 months being promoted. Prior to this she started her career in healthcare marketing at Grey Healthcare London as an Account Executive and had decided to stay in London longer and begin a new career.

Before moving to London Amanda was the National Marketing and Communications Coordinator for a Brisbane-based National Building Company, Stoddard Building Products. Launching a new range of home improvement solutions and managing the B-to-B and internal communication and events.

Prior to this Amanda moved to Brisbane and gained the position of Marketing Assistant for the National Tyre Company, Hamilton Tyre and Rubber Co. She worked throughout her university degree as junior PR consultant at regional PR firm QCCN and Marketing Assistant for the Gladstone Entertainment Centre.

Playing Aunty to my Niece's and Nephews and my friend's tribes. Running, social team sports, horse riding, scuba diving, travelling, live music, culture and time with my husband, family and friends.

Education & Qualifications

- Omnicom Catalyst Leadership Program: Agency Leadership Program 2015 Management Development Program 2011
- 2001 Central Queensland University Bachelor of Business, Marketing, Distinction with GPA of 5.75 achieved
- Awarded the Australian Institute of Management Award of Excellence in both Marketing and Organisational Behaviour

Personal Interests

- Playing Aunty to my Niece's and Nephews and my friend's tribes.
- Running, social team sports, horse riding, scuba diving, travelling, live music, culture and time with my husband, family and friends.



“Manda, it's been a pleasure getting to know you this year. Trust your intuition, allow your authentic self to shine and pursue and do the work you're meant to be doing with energy and purpose, rather than doing what you're meant to do.”

Mike Read





Andrew Da Silva

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Career Summary

Current Job Title: Head of The Travel Team
Current Company: MediaCom

Short Bio

I am the Head of The Travel Team (T3) at MediaCom Sydney and am lucky to work with so many brilliant people and clients. The work our team does extends beyond media planning and buying to full service creative, content production, TV show production, data modelling, analytics, data management platforms, digital innovation and consulting. Previously, I was a Planning Director for the Westpac Banking Group, Foxtel and VW. While at MediaCom, I have worked across the entertainment, pharmaceutical and media verticals.

I have been a part of the Australian MediaCom Behaviours program since I started in 2010 and have helped recently launch the new MediaCom Behaviours at a Global, APAC and National level. I visited Shanghai to launch their program in January this year. We've now rolled out the program nationally and have seen churn rates drop, staff satisfaction grow and helped develop a new celebratory culture. I've been part of the team that has developed the national business plan and am head of the junior management team that reports to the executive committee. I also sit on the national marketing and PR committee and help inform our internal and external communications.

Education & Qualifications

- Stanford Business School. Economics Certificate (present)
- General Assembly. Javascript Coding, UX and CX (2016)
- Open University. Advanced Diploma of Accounting (2015-2016)
- Harvard Business School. Advanced Leadership and Management (2014)
- National Institute of Dramatic Arts (NIDA). Screenwriting (2013)
- University of Technology Sydney. Masters in Marketing (2009-2012)
- University of Sydney. Psychology and Film (2006-2008)

Personal Interests

- I'm a volunteer surf life saver and have been for 13 years
- I'm a big football fan and used to play 1st grade, but had to give up for my studies. I'll be trailing for a grade team this winter
- I'm currently writing a script for a feature film idea that I had during my time at NIDA
- Working in a travel team, I love to travel and have a few trips planned this year. The top of my bucket list is to see the Northern Lights.

“Wow Das ... what a ride! It has been an absolute joy to be your coach this year for so many reasons. Firstly because you are a dream to work with - open to coaching and being challenged, always prepared, committed to your actions, reflective and purposeful. Secondly because you give me so much hope in the future. As an ingenious, self-aware and conscious leader you'll go on to create incredible workplaces and have a powerful and positive influence on everyone in your circle of influence.”

Renee Holder





Brent Whelan

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Career Summary

Current Job Title: Group Marketing Manager
– Spreads and Beverages
Current Company: Fonterra Australia

Short Bio

Brent is a marketer with a strong track record of building brands, gained through working in some of Australia's most well-known FMCG businesses. Currently Group Marketing Manager of Spreads and Beverages, he joined Fonterra 3 years ago to head up their 'troubled' Yoghurt portfolio, stabilising topline performance that was in freefall, and launching Tasmania's Tamar Valley Dairy. He then played a key role in the process of divesting the portfolio and transitioning it to new ownership, leading to the sale of the business to Parmalat. He now stewards the iconic Western Star brand, as well as playing a leadership role on Fonterra Australia's Consumer business team.

Previous to this he has held senior marketing roles at Heinz and Lion Dairy and Drinks, after serving his marketing 'apprenticeship' at Nestle. Experienced working with some of Australia's most well known and loved FMCG brands, he has delivered positive outcomes across a range of complex challenges, from doubling the size of Dare Iced Coffee, to turning around Heinz's Soup portfolio.

Brent is passionate about creating value through leading high performing teams, managing complex brand portfolios, developing market shaping innovation and creating effective marketing communication. He believes in the power of the Marketing function to deliver meaningful ROI, and keen to be a respected and credible voice in the businesses he works in through consistent results delivery.

Outside of work he juggles being a busy dad to Nick, James and Ally, is about to celebrate 10 years of marriage to his wife Belinda, and is recovering from the experience of recently building a beautiful new family home!

Education & Qualifications

- RMIT Bachelor of Business (Marketing)
Graduated with Distinction - 2002

Personal Interests

- Spending time with my family – wife Belinda, Nick (8), James (6) and Ally (4)
- Running, Riding, generally keeping fit
- Discovering new music
- Staying abreast of current affairs and politics
- Flemington Auskick Coordinator (2nd year in 2017)
- Melbourne City FC Member (A-League) and Carlton FC supporter (AFL).

“Brent you are committed, focused, authentic and funny. The next stage of your career presents you with the ideal opportunity to fully embrace Brent 2.0. Remember the basics and enjoy the results you achieve.”

Karen Tweedie





Cally Scivetti

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Career Summary

Current Job Title: Marketing & Strategy Director
Current Company: Val Morgan

Short Bio

Cally Scivetti is the Marketing & Strategy Director for the leading media sales organisation Val Morgan and works across both Australia and New Zealand. Cally joined Val Morgan in October 2011 to start up and run the newly created strategy team, Brandfit and in 2014 she was promoted, taking on the responsibility of marketing.

Cally is part of the core management team responsible for creating 'The New Val Morgan' and driving change in the 100+ year old business.

Cally's time at Val Morgan has been hugely successful and rewarding, in 2012 she was recognised in AdNews' 40 under 40 and in 2016 after 4 years of being a finalist, Val Morgan was awarded Australia's Best Media Sales Organisation by both the Media Federation of Australia and Mumbrella.

With Cally's influence and leadership Val Morgan continues to challenge the status quo to deliver ground breaking thinking and some of the fastest growing revenue results of any media organisation.

Prior to joining Val Morgan, Cally worked in the strategy team at MCN for 6 years overseeing the ad sales for Foxtel channels including The LifeStyle Channel and Sky News. Cally managed sponsorships and the integration of major brands into local productions such as Selling Houses Australia and Grand Designs.

Prior to MCN, Cally gained experience working in newspapers, magazines and a media agency.

In total Cally has over 13 years of media and marketing experience and has worked across TV, cinema, digital, mobile, interactive, social, content creation / production, print and out of home.

Education & Qualifications

- Real Time Decision Making, Rob Pyne, 2016
- Lead The Way, Senior Leadership Training, Foxtel, 2010
- Nutrition, Cadence Health, 2010
- High Potentials Training, First Class Presenting, Sales Strategy, Idea Generation, Talkforce, 2006-2011
- Bachelor Of Commerce, Marketing, Macquarie University, 1999-2002

Personal Interests

- Family: I am the mother of two young children Annabelle and Leo and they are my greatest passion. When I am not a work I'm with my kids experiencing life.
- Nutrition & fitness: My personal passion and the thing I do for me. I have studied a short course in nutrition and love to challenge my fitness.
- Travel: I find people and cultural differences fascinating and I therefore love to travel. Kids have slowed me down a little, but I have so far visited 20 countries. My favourite... Turkey.
- Reading: I love to read... novels, the paper, business articles, the internet, I read it all.

“You are a woman of great influence, capability and vision. I look forward to seeing how you shape cultural spaces in the future. Your ease with partnership and collaboration will open many doors.”

Jo Flynn





Chris Gross

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Career Summary

Current Job Title: Head of Marketing, Brand and Social
Current Company: FOX Sports

Short Bio

Chris is a marketing leader and innovator who specialises in steering brands into new courses within the marketing and digital world. He is currently Head of Marketing, Brand and Social at FOX Sports and has spent 4 1/2 years with the business. His present remit is charged with leading a team of 17 across multiple departments in the business. Prior to this he was at Vodafone, concluding that 4-year tenure as the Head of Social and Video, where he built and ran a team of 36 across marketing, sales and customer care. Chris progressed through four roles at Vodafone, starting social media for the brand and leading the business across digital for the 'Vodafail' crisis management period. He started his career working at OneDigital (part of Aegis) working in multiple roles with ultimately a focus on new business.

Chris has built a skill-set is in assessing a brand's strengths, and matching these to industry trends by building future-state capabilities within teams. He's excelled in emerging media spaces, defining a brands role in these spaces and building future state teams to deliver these. Chris is an avid traveller, supporter of the arts and, not so surprisingly, sporting mad.

Education & Qualifications

- Kellogg School of Management, Northwestern University | Executive Education | 2015 - Present
• University of Sydney | Bachelor of Arts | Class of 2006

Personal Interests

- Travel
• Modern art
• Architecture
• Music
• Equality
• Cooking
• Fashion
• Tech.



“Purpose is the reason we journey, passion is the fire that lights our way...”
It was such a privilege to play a part in this next phase of your journey. Keep dreaming, discovering, playing and making a difference!”

Clare Robinson





Colin Glynn

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Career Summary

Current Job Title: Head of Insights (Beer & Cider)
Current Company: Lion

Short Bio

An inquisitive marketer with over a decade of client side experience spanning the creation and growth of new to world brands as well global blue chip heavyweights, Colin currently heads up the Insights team at Lion (Beer and Cider) and has spent the last four plus years working on breakthrough strategies on some of the biggest brands in the category including the nations number 1 beer brand XXXX Gold, James Squire, Tooheys, Hahn, Little Creatures, Corona and 5 Seeds. In that time he has led the agenda on a consumer needs, market oriented approach across innovation, brand positioning and communications which has resulted in significant business growth and expansion into new markets. He contributed to beer category growth through his involvement in the category focused Beer the Beautiful Truth Campaign and throughout his time at Lion Colin has been passionate about leading a culture of people development through his constructive and pragmatic style. Colin loves a challenge and is passionate about understanding new ways to solve problems using innovative thinking.

Prior to Lion, Colin spent time in planning at Diageo where he worked on Smirnoff, Baileys, Bundaberg and Johnnie Walker and early in his career spent time working on retail brands in the FMCG space across marketing, category and sales in Australia and Ireland.

When he's not spending time immersing himself in the world of brands and consumer, Colin can be found swimming, running or cycling around the Northern and Eastern suburbs.

Education & Qualifications

- Masters Degree in Marketing Practice (MSc MP)
UCD Michael Smurfit Graduate School of Business, Dublin, Ireland
- Bachelors Degree in Business Studies (Marketing)
Galway-Mayo Institute of Technology, Galway, Ireland

Personal Interests

- Endurance events
- Triathlon
- Rugby
- Scuba Diving
- Skiing
- Landscape photography
- Film
- Travel.

“Colin it has been a pleasure to meet you and experience your talent, values, passion and openness to learning. I have no doubt you are on your way to being the authentic leader you strive to be, inspiring others and making a meaningful difference in the world. I look forward to hearing of your success!”

Mary Regan





David Griffiths

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Career Summary

Current Job Title: Managing Director
Current Company: iris, Sydney

Short Bio

David is a really passionate and determined go getter. Someone who builds relationships with clients and inspires and leads teams. With over 13 years experience in the advertising world he prides himself on building a great culture by inspiring others to be their best and nurturing the next generation of leaders within the agency. He has recently been promoted to Managing Director of iris (Sydney) after 16 months there as a Board Director running the Samsung account.

He moved to Sydney in September 2015 from iris (London) where for 4 years he was Board Director and lead across all areas of the Samsung business. This included brand, retention, channel, staff and digital & social. Other clients worked on whilst at iris include Sure (Rexona) Nicoventures (ECigs) Acer, Mini and adidas to name a few.

Prior to life at iris David was at London agency Haygargh where he joined as a grad. His time there consisted of working across brands such as O2, Three, Vodafone in a retail and staff capacity and also Disney, Nokia and Sony in the brand space. It was also here that David began his love affair for using data and insights to shape client responses, something he remains passionate about to this days.

Education & Qualifications

- University of the West of England: Bachelor's degree Grade 2:1
- Royal Grammar School, Worcester

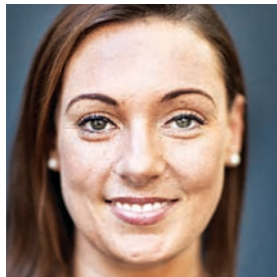
Personal Interests

- A bigger lover of sport being a Man United, Rabbitohs and Swans fan
- Also a lover of music, live events and festival
- Recently an F45 advocate and wanna be triathlete.

“David is an outstanding marketing professional and solid leader, while also being very open to improving himself. His passion for learning and developing himself has enabled him to leverage his role as a test ground for what he has learnt on the program. He has been faced with some difficult leadership challenges throughout his time on the program which he has approached professionally. I wish David all the best in his career.”

Katrina Boyle





Ebonie Newman

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Career Summary

Current Job Title: Director of Sales, APAC
Current Company: Storyful (News Corp Australia)

Short Bio

Ebonie is currently the Director of Sales of Storyful across the Asia Pacific region. Storyful helps the world's biggest publishers and brands create engaging stories with its tools, insights, and content services.

Storyful was acquired by News Corp in 2013 and launched its first office in Australia in 2015. Ebonie is responsible for leading the company's commercial growth in the region through expanding Storyful's work with publishers and developing its strategy for helping brands and agencies to connect with their audiences through social video. Ebonie's role also sees her working closely with News Corp's commercial teams and News DNA to drive innovative social video opportunities for the business.

Ebonie is a skilled media professional, with a decade's experience within News Corp businesses. She has strong knowledge and a proven track record in digital, spanning branded and native content, display and rich media and performance media.

In her most recent role before Storyful, Ebonie was a Group Sales Director within the National Sales Team at News Corp. She led the team servicing key accounts and agency groups such as Toyota, Telstra, OMD and Mindshare. The most rewarding part of her role was mentoring emerging sales professionals and seeing them grow and succeed.

Ebonie was awarded in the B&T '30 under 30' in 2012 for the media category.

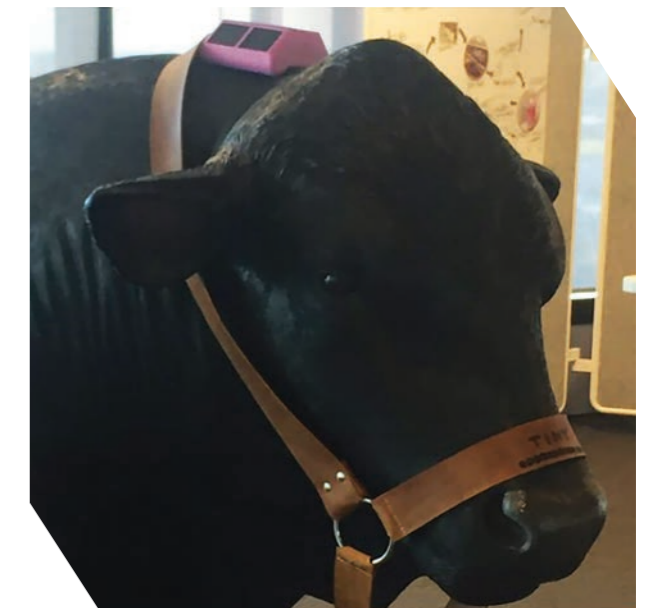
Ebonie holds a Bachelor of Communications and Media Studies, Majoring in marketing and advertising

Education & Qualifications

- Bachelor of Communications and Media Studies, Majoring in marketing and advertising.

Personal Interests

- Travel
- Cooking
- Music.



“We must let go of the life we have planned, so as to accept the one that is waiting for us.”

Joseph Campbell





Gary Elphick

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Career Summary

Current Job Title: Founder & CEO
Current Company: DisruptSports.com

Short Bio

Gary is founder and CEO of DisruptSports.com, a platform that allows customers to design their own sports equipment and manufactures them on demand. Disrupt is a Telstra accelerator company, Optus 2016 Start-up of the year and winner of the 2015 Australian Digital Summit.

Gary is the Optus Young Entrepreneur of year and was awarded top specialist marketer under 30 by B&T magazine. Prior to this Gary has built several community and commercial digital platforms, he spend four years working in Sports and Technology marketing for a Sydney based agency. In a past life Gary trained to be an oil trader, has travel blogged for Tourism Australia and held various NFP roles including Ca Catalyst in residence at UNSW and now Macquarie uni where you'll find him helping students 'find a better way'.

Education & Qualifications

- A Levels - Law, Psychology, Maths
- 1st class BA (Hons) Business & Financial services MBA USyd

Personal Interests

- Sports - Surfing, kitesurfing, snowboarding, skating and fitness
- Travel - everywhere, often
- Technology - I'm a geek at heart.

“It has been such a delight to work with you, Gary! Clearly the entrepreneurial spirit is in your DNA and your intellectual curiosity and desire to learn is indefatigable. It has been invigorating to watch you apply the learning and to see the resulting growth in your awareness and leadership skills. Keep leveraging your numerous gifts and strengths and disrupting what you need to!”

Alison Pate





Jacquelyn Cowardin

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Career Summary

Current Job Title: Group Business Director
Current Company: DWA Media & Marketing

Short Bio

Jacquelyn Cowardin, who goes by 'JC' to her peers and family, is currently the Group Business Director at DWA Media in Sydney. Having worked as DWA's Media Director based in San Francisco since 2013, JC recently joined DWA's APAC region in early 2016 leading the ANZ office as Group Business Director. She has over 11 years of integrated media planning and buying experience across consumer and tech clients. Her media foundation began at Carat USA & OMD in Atlanta, GA as a traditional media planner while her years at CP+B (Boulder, CO) & gyro SF led her to more strategic and business relationship drivers in digital media.

Her passion outside of strategic media is concentrated around developing the agency's talent as future leaders, while inspiring culture and trailblazers within our organization.

Originally raised in the Caribbean, JC has fallen in love with Sydney's harbour and ocean views, diving into the Aussie culture and welcoming new industry extra-circular activities and expanding relationships within the industry.

Education & Qualifications

- Stetson University, BBA Marketing
- Women in Media spotlight: <http://www.bandt.com.au/media/women-in-media-its-dwas-jacquelyn-cowardin>

Personal Interests

- Outside of the office, you can find JC out in the bush, and hiking mountains as she's climbed five "14ners" in Colorado (that's mountains with over 14,000 ft (4300 M) in elevation), dabbling in digital photography, facetimeing her family and friends stateside, and unwinding through literature and the outdoors.
- As part of the advertising industry, she participated in the Advertising Softball World Series three years in a row, represented her agency 4x Digiday conferences across the US, attended Cannes in 2015, was spotlighted in B&T this past May in Sydney, helped judged the MFA Awards this past May, and recently spoke on 'Becoming a Leader' at NGEN in early Feb.

“Jacquelyn, it has been a pleasure to work with you as you have absorbed the huge learning curve you have been on and addressed the challenges of your role in Australia. Now you are focussing some of your energy on your goals and steps to success it is clear you now have clarity and commitments to a very positive future for yourself as global leader and adventurer. Good luck & lets stay in touch.”

Iain Good





James Stewart

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Career Summary

Current Job Title: Director of Emerging Products & Commercialisation
Current Company: IAG's Customer Labs

Short Bio

James Stewart is Director of Emerging Products and Commercialisation for IAG's Customer Labs. He leads a small emerging products team working across strategy, new technologies and emerging business models, to identify current and emerging customer needs across IAG's activities. Our goal is to create new products and offerings to deliver beautiful customer experiences in insurance and beyond.

Key areas of focus for James's team includes the Internet of Things, using new technologies and business models to create new innovative insurance related propositions to improve customers' lives. He has worked extensively on Connected Vehicles, particularly customer value propositions around Car/Vehicle data feeds, Mobility and Ridesharing services. He is active in exploring/generating new products to improve driving, prevent crashes and save lives, as well as novel approaches to fighting bush fires and microinsurance.

James's experiences prior to joining IAG:

- Leading a small eCommerce/online luxury food/wine retailer and "growth hacking" with the team to complete a rapid turnaround to return to growth and profitability.
- Strategy and Business Development for a large Australian FMCG company, primarily looking at diversification/innovation projects and building strategic alliances.
- Strategy consulting for Boston Consulting Group (BCG) with a range of clients and projects in Australia and the Middle East.

- Led business units (P&L accountability) and Operations Management in Aerospace manufacturing plants in the USA, leading up to 197 people.
- Manufacturing engineering roles in the Automotive/Industrial sectors in UK, Germany, China and US with considerable expertise in Lean and operational improvement.

Education & Qualifications

- He holds an M.Eng. Manufacturing Engineering and M.A. (Cantab) Engineering from the University of Cambridge.
- He holds an MBA from INSEAD in France and is very active in INSEAD's Alumni association in Sydney.

Personal Interests

- In his free time James is a very active volunteer for a number of charitable, social, cultural, creative and sporting endeavours: Surf Life Saving, Digital economy/Start-ups and INSEAD MBA Australian Alumni Association.
- A volunteer member of the British Business Network, run by the UK Government to support and assist building closer business links between the UK and Australia.
- James lives in Bondi and enjoys playing in the surf, running, swimming and snorkelling.

“James you're a ledge. Your positive energy is infectious, your intellect is admirable and I am privileged to have coached you this year.”

Claire Salvetti





Jane King

Contact Details

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Career Summary

Current Job Title: Senior Marketing Director
Current Company: APN Outdoor

Short Bio

Jane is currently the Senior Marketing Director (ANZ) of ASX listed Outdoor advertising organisation APN Outdoor. Headhunted in 2014 from her role as Marketing Manager at Adshel, Jane has made her mark on the industry being awarded the Rising Star from the Outdoor Media Association in 2013 – a peer (industry wide) voted award. Her passion for Outdoor is driven by the people she works with, both at APN Outdoor and the wider industry.

Always focussed on delivering marketing initiatives that change perception and drive revenue Jane I has been a key driver of shifting the Marketing departments role internally at APN Outdoor, enabling for growth for Marketing team members and exposure to the entire business.

Prior to APN Outdoor Jane was the Marketing Manager for Adshel. Delivering during her time a new brand and campaigns that shifted perception of the product. Expanding on her role in the Marketing team, Jane worked closely with the People and Culture Director in leading the creation of new company values for Adshel to coincide with the launch of the new brand. In a first for the organisation the employees of Adshel (Adshelians) created the manifesto, 10 values that aligned the new brand and staff alike.

From 2007 through to 2012 Jane was the Marketing Manager - Australia & New Zealand at Getty Images. One of the leading multi-media agencies Getty Images is a supplier of content to advertisers and publishers. During her time at Getty Images, Jane was promoted to the Senior Management Team and was instrumental in implementing cultural change within the business. She launched the highly successful photographic competition “Grab” which went on to become a global initiative for the organisation.

Jane started her career at EY before moving into a role at family owned retail chain Pearsons Florist before jumping into the crazy world of advertising.

Education & Qualifications

- Higher School Certificate – Kincoppal-Rose Bay 1994 (Head Girl)
- Bachelor of Arts – Sydney University 1999
- Certificate IV – Marketing TAFE NSW 2004
- Level 3 Fundamentals of Acting - Darlinghurst Theatre 2004
- Outdoor Media Association – Technical Committee Member 2012 - 2014
- Outdoor Media Association – Marketing Committee Member 2014- Present
- Australian Institute of Management – Strategic Leadership 2015

Personal Interests

- People are Jane’s passion. She loves travelling the world with her friends around the world #goldengirls, spending time with her 9 nieces and nephews and relaxing at her beloved Hawks Nest on the coast of NSW.
- Jane’s passion for the Arts has been alive since she won her first painting competition at 5, (of a very not realistic interpretation of her grandmother!), painting her whole life and acting in amateur theatre. Jane loves of the arts but is still trying to gain a love of Opera.



“Your passion and energy to pursue your purpose and make a difference in the world is inspiring. With courage and an open heart you have faced life-changing experiences and challenges. Follow your heart and believe in yourself. You are extraordinary!”

Monika Goertz





Jayne Andrews

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Career Summary

Current Job Title: Marketing Director
Current Company: Carnival Cruise Line

Short Bio

Currently Marketing Director at Cruise Lines Line, Jayne has had an exciting few years (since 2014) propelling this new market entrant to no.1 cruise line for fun and second for brand awareness...

Prior to Carnival, Jayne secured her first Marketing Director role at Fairfax, for RSVP. Though a short maternity cover role, Jayne had a busy year revitalising the brand...

Originally from the UK, Jayne started out agency side, at some of London's top data, digital and direct (the 3Ds) shops before moving to Sydney in 2006.

Starting her Sydney-side life on the Vodafone account at RMG Connect, Jayne then found a home at MercerBell (an agency she credits for immense career and personal growth...

Conscious of keeping her skills relevant when everyone was talking 'social' (this was 2011), Jayne left BMF to join the management team at SOUP...

Back in London, in her early career, Jayne built a strong base in the 3Ds working across accounts including Tesco Clubcard (eHS brann) and O2's loyalty program (TMW) - both state of the art programs, at the time.

Education & Qualifications

- B.A Honours - Modern Economic History, Economic History and Politics, Royal Holloway Collage, University of London

Personal Interests

- Marathon and ultra-marathon running for the last 4 years
The 6ft track marathon - completed twice
The Australian Running Festival 50k - completed 3 times.
The North Face 100km - attempted twice, DNF (going back!)
The Anzac 100km - completed
The Paris Marathon - completed
The Tokyo Marathon - completed
The Outback marathon - completed
The Big Red Run, 250km across the Simpson desert, completed
Extensive solo travel across Europe, Africa, North America and Asia...

"The truth is: Belonging starts with self-acceptance. Your level of belonging, in fact, can never be greater than your level of self-acceptance, because believing that you're enough is what gives you the courage to be authentic, vulnerable and imperfect."

Brene Brown





Julia Donnan

Contact Details

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Career Summary

Current Job Title: Head of Hardware Marketing
Current Company: Google Australia

Short Bio

Julia is a passionate marketing & sales professional with experience spanning Tech, FMCG, Automotive and Digital Media Sales. Julia is currently the Head of Hardware Marketing at Google Australia, where last year she spearheaded the launch of Pixel, the first phone by Google. She is responsible for leading a team who are tasked to bring Google hardware products to market with sophisticated campaigns that drive awareness, consideration and intent, and winning in the last 5 feet with high quality retail experiences that simplify 'why to buy' and drive conversion.

Prior to this, Julia led marketing for the Search Marketing in Australia & New Zealand, where she was responsible for driving awareness, usage and downloads of the Google app. Julia's work on the Google app showed her passion for designing campaigns with innovation at the core whilst also driving business results. In 2016 Julia won AC&E Grand Prix award & the Pinnacle award for Innovation. The campaign was also recognised by the APAC Festival of Media Awards. Julia's innovative marketing partnerships with MasterChef and The Voice broke new ground in Australian advertising, including creating over 25 live commercials featuring content from The Voice that aired only a few minutes after the show.

Julia also has extensive experience in Google's sales organisation, leading the development of scalable sales narratives to drive adoption of Google's performance solutions for 2 years before joining the marketing team.

Prior to her career at Google, Julia spent 5 years at L'Oreal Australia where she led marketing across several brands including L'Oreal Paris, Garnier and Maybelline. Originally from Melbourne, Julia now resides in Bondi. In her spare time, she is a passionate foodie - she loves trying new restaurants or cooking at home in her kitchen.

Education & Qualifications

- The University of Melbourne 2001 - 2006. Bachelor of Commerce / Bachelor of Arts.
- Wesley College, Prahran, Victoria. 1993 - 2000. International Baccalaureate.

Personal Interests

- Originally from Melbourne, Julia now resides in Bondi. She is a passionate foodie - she loves trying new restaurants or cooking at home in her kitchen. Julia also loves to travel & is a voracious reader. Her ideal holiday is a perfect intersection of these three loves!

“Julia's great passion & commitment was outstanding. This ensured our Coaching partnership thrived & our journey together was insightful & inspirational. Julia is a great talent and working with her was a privilege and I know her leadership skills will continue to flourish in the future!”

Greg Graham





Kara May

Contact Details

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Twitter: @karalmay18

Career Summary

Current Job Title: Group Director, Marketing
Current Company: Knight Frank

Short Bio

Kara is currently the Marketing Manager for Fisher & Paykel Australia across their portfolio of brands including Fisher & Paykel, Haier, DCS Grills & ELBA. Accountable for the development and implementation of the end to end marketing strategy in Fisher & Paykel's largest market, Kara is also responsible for the activation + performance of the company's first Experience Centre in Alexandria – a game-changing platform designed to drive reappraisal for the Fisher & Paykel brand amongst key target segments.

Developing an eye & a genuine love of appliances over 7 years – Kara has demonstrated her passion for the industry in working her way from Assistant Brand Manager into her current management position – leading a team of 9 highly skilled marketing professionals across brand management, trade marketing & customer experience. Fuelled by passion and a result oriented mentality, Kara is also a pivotal member of the Australian Leadership Team and Global Marketing Leadership Council contributing to both global & local strategic direction of the business.

Prior to her affinity with appliances, Kara launched her marketing career as marketing assistant with internationally renowned cosmetic brand, Revlon working primarily on ALMAY cosmetics, Revlon Fragrances & Mitchum Deodorant.

Imperative to achieving balance & supporting her growth both personally & professionally,, Kara loves taking time out and trying new things – ie Extend Barre, committing to a half marathon & being more adventurous with food. But nothing beats the simple pleasures of spending time with family & friends over good coffee or chilled glass of oaky chardonnay.

Education & Qualifications

- Macquarie University, 2004-2007, Bachelor of Business Administration. Major: Marketing. Sub major: Human Resources
- Golden Key International Honour Society
- GPA: 3.476 / 4
- Montclair State University (USA), International Exchange Aug 2006 – Feb 2007.
- Fall 2006 Dean's List
Meriden School, Strathfield 1998-2003
- Head Prefect (School captain) – 2003
- Higher School Certificate (HSC) – 2003 (UAI 91.4)
- House Vice-Captain 2002
- Interact Rotary Club Vice-President 2002
- Duke of Edinburgh Award Scheme Bronze 2000 – Gold
- Class Captain 1998, 1999
- Sport: McIntyre Award for Sportsmanship, Team spirit & ability 2002; Contribution to school sport – Basketball 2003.

Personal Interests

- Physical activity: Xtend Barre; running (first ½ marathon completed 2015); getting outdoors with dogs, personal training – challenging capability
- Social activities: spending time with friends & family
- Personal growth / interests: travel; reading; meditation; listening to music (both relaxation + motivation); meeting new people.

“What if I fall?
Oh, but my darling what if you fly?”

Erin Hanson







Kate Gamble

Contact Details

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Twitter: @kategamble

Career Summary

Current Job Title: General Manager Sydney & Brisbane
Current Company: Resolution Media

Short Bio

As the General Manager of Sydney and Brisbane at Resolution Media, Kate manages the digital marketing strategy and execution across a number of blue chip corporate clients, ensuring efficient ROI through innovation and ideation.

As well as managing digital marketing across a large portfolio of Resolution direct-to-market brands, Kate also integrates the Resolution, Annalect and Omnicom Programmatic businesses across media agencies OMD, PHD, M2M and Foundation, to provide best in class digital services to their suite of premier clients (including McDonalds, Volkswagen, ANZ, Unilever and GSK to name a few).

Beyond her day to day client work, Kate loves presenting and training others, teaching courses such as the Resolution SEO One Day Training, Half Day Copywriting for the Web and Google Analytics classes, and speaking regularly at industry events.

Prior to this role, Kate was a Director with Resolution Media, and before the acquisition, a Director of Bruce Clay Australia. Having started at the very beginning of Bruce Clay as a junior analyst, over time and with much hard work, she earned herself an equity stake in the business which vested in 2015 with the sale to Omnicom.

Before her 9-year career with the Bruce Clay//Resolution team she worked for media agency Full Circle Media, digital OOH software start up Rycarc Media Systems and MTV Networks.

Having successfully built a marketing agency from the ground up and sold it by the age of 28 years old, Kate is passionate about start-ups, growth hacking and technology.

As an ambitious and passionate individual working in digital marketing keeps her fulfilled as it continually changes, reinventing itself year after year.

Kate also brings to all businesses a focus on wellbeing and ethical behaviour, and she is committed to improving business practices for the future generations.

Education & Qualifications

- Queenwood High School (UAI of 98/100, 1st in English)
Bachelor of Communications, Majoring in Media Arts & Production (2003 – 2006) – Distinction
Fundamentals in Business Strategy – 2016
Building Leaders – 2015
Mind Reading for Managers – 2013
Advanced Excel – 2011
Anatomy & Physiology - 2010
Esoteric Healing Levels 1-5 - 2008
NIDA Corporate Performance Public Speaking – 2009
Advanced SEO Training – 2008
Equestrian Federation of Australia Coaching Accreditation – 2006

Personal Interests

- Philosophy
Business Behaviour/ Ethics
eCommerce
Blockchain
Fitness & Exercise
Yoga, Meditation and Healing.

“I really appreciate you being open to new perspectives, and creating new pathways to enable new solutions for some complex organisational changes. It was a pleasure to collaborate with you.”

Katrina Darnbrough





Kathy Damatopoulos

Contact Details

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Work Mobile: 0427 573 451

Career Summary

Current Job Title: Performance Media Manager
Current Company: Suncorp

Short Bio

Kathy is currently Digital Performance Media Manager within the Brand & Marketing Automation team at Suncorp. The Suncorp Group is a top 20 ASX company with a unique franchise, delivering highly-valued banking and wealth, and insurance products and services across Australia and New Zealand. Brands include Suncorp, AAMI, GIO, Suncorp, Apia, CIL, Terri Scheer and Shannons.

With a career spanning over 12 years across client, media agency & publisher side, Kathy is extremely passionate about digital and sees the potential for the use of data & technology (in partnership) to innovate the way brands communicate and engage with customers.

Prior to Suncorp, Kathy spent over 3 years at ANZ as a Digital Marketing manager focussed on the Consumer Digital BAU programs for the Australian market.

Her digital journey included working agency side as Digital Marketing Manager for Universal McCann where along with her team she developed digital programs for several top advertisers including Coles Supermarkets, L'Oreal & Maybelline. Prior to Universal McCann, she worked for over 4 years as a Sales & Agency Account manager at both ninemsn and Fairfax Digital.

Kathy holds a Bachelor of Arts (Political Science & Psychology) from the University of Melbourne, having completed a Graduate Diploma in Public Relations and a Master of Communication from RMIT.

Kathy achieved success with her pragmatic and highly collaborative approach to solving business problems. She is courageous and passionate about challenging limiting self-beliefs to inspire new solutions or possibilities. She enjoys investing in her team to guide, push and challenge them to realise and reach their career potential, ensuring a people first approach to her leadership.

Education & Qualifications

- 2012 - 2012, Master of Communication, RMIT
- 1999 - 2000, Graduate Diploma in Public Relations RMIT
- 1996 - 1998, Bachelor of Arts, Political Science & Psychology, University of Melbourne
- 1990 - 1995, Victorian Certificate of Education, Camberwell Anglican Girls' Grammar

Personal Interests

- In her personal life Kathy is mum to a 6-year old son who is enjoying Junior School. She is passionate about encouraging curiosity in our children and developing their resiliency. She is focussed on wellness and the importance of work/life balance in organisations, enjoying cooking, art, creativity, yoga and extending herself with new life experiences such as travel.

“From the outset, we came to understand that the commercial value of ones intellectual property is only realised when you discover there is no value in being “the world’s best kept secret.” It is true that those around you will or should eventually get it, but the starting point is being open to have crucial and timely conversations. Marketing attracts many who are creative, trustworthy and reserved, they tend to rely too heavily on expecting talent recognition and not realising when silence is not appropriate or helpful. In this, you are the owner of heightened awareness.”

Christopher Bruce





Lucie Wolstenholme

Contact Details

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Work Mobile: 0481 012 488

Career Summary

Current Job Title: Head of Marketing Oceania
Current Company: Cereal Partners Worldwide

Short Bio

Lucie is currently the Head of Marketing Cereal Partners Worldwide Oceania (Australia & New Zealand) and has been in the role just over 1 year. She is accountable for driving key business strategies to grow the cereal business, leading long term & short term strategic plans, driving portfolio prioritisation and investment as well as developing and implementing annual brand plans. In this role she manages a team of 12 marketers and

Prior to this, Lucie spent 3 years in the sales division where she was a Customer Business Manager consecutively in charge of the two major accounts, Woolworths and Coles. In this role, Lucie developed a much broader business acumen, acquiring further resilience and tenacity along the way.

Over 15 years, Lucie has experienced a diversity of roles, functions and market maturities and has developed strong skills to work with a diversity of people and be resourceful and resilient in dealing with ambiguous or challenging situations. One of her passions as a people leader is truly her team and how she can inspire them to exceptional things. She's participated in several leadership courses and is now herself a mentor in the Leadership mentoring program at Nestlé.

Originally from France and having lived in Australia for 11 years now, Lucie is married with 2 young boys, 7 and 4. Spending time with her family and friends outdoor at the beach, camping, scuba-diving or travelling are amongst her favourite hobbies.

Education & Qualifications

- 1996-2002, ESCP-EAP European Graduate School of Management (Paris – France) Master's Degree in Marketing.
- 1993-1996, Roland Garros High School, Réunion Island: Scientific certificate (Baccalauréat) with special emphasis on mathematics – grade 'Very Good'.
- June 2005, Introduction to Generating Demand, the Nestlé Way – Italy
- Oct 2006, Coaching for Performance (Bay Consulting) – Australia
- Oct 2009, Inspiring Leadership (Bay Consulting) – Australia
- April 2012, Foundations of Professional Selling – Australia
- June 2012, Effective Negotiation (Sentinel) – Australia
- July 2015, Nestlé Leadership Course (London Business School) – UK

Personal Interests

- Family, travel, scuba diving, outdoor pursuits, food and wine.



“Your self-awareness is extraordinary, your commitment to learning and growth - exceptional. It has been a privilege and an honour to ride with you on this short and special part of your journey in what inevitably will be a career full of major and significant contribution. Stay true to yourself. Everything you wish for is on its way!”

Peter O'Brien





Margy Vary

Contact Details

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Work Mobile: 0412 822 116

Career Summary

Current Job Title: Head of Marketing
Current Company: Guardian Australia

Short Bio

Margy is currently head of marketing at Guardian Australia, and has spent the last three years working to establish the local digital edition of the Guardian global news organisation as a significant, trusted voice in the Australian media landscape. Her latest focus has been the launch of a localised membership programme to secure the publisher’s financial sustainability in an adverse advertising market. Previously Margy was Marketing and PR manager Australia/NZ for Virgin Atlantic airlines over a period of seven and a half years. Her role was responsible for all consumer, trade and corporate marketing, building the loyalty programme and managing partnerships and sponsorships.

She moved Client side from her role as Advertising Account Director at Host working on Clients like ABC, the Sydney Morning Herald and Virgin. Host grew from a start-up team of six to become Ad News agency of the year during the four years of Margy’s employment, winning multiple awards for ground-breaking campaigns for brands like Virgin. She started her career in advertising as a graduate trainee at top ten London agency Lowe Howard-Spink / Lowe Lintas where she spent three years learning the skills of the trade in every department of a full-service creative / media agency, and became an unexpected expert in beer marketing working on the much awarded Stella Artois ‘Reassuringly Expensive’ and Heineken accounts.

Education & Qualifications

- University of Manchester, UK, - BA Hons (English)
- Wycombe Abbey School, High Wycombe, UK - A levels in English, Maths, Physics and Art

Personal Interests

- I’m an environmentalist, feminist, supporter of Indigenous affairs and culture, bike rider, camper and urban forager.
- I have a strong interest in sustainability within business and purpose led business. I enjoy learning about other cultures from their perspective, have travelled to over 40 countries, and have lived and worked in 7 different countries.
- I support causes related to human rights and refugees, I believe in investing in the community around me, try to shop locally, support local artists and arts organisations and volunteer my services to local community centres.
- My ultimate dream for my kids’ future would be to achieve the global UN Sustainably Development Goals by 2030.
- I love live music, cocktails and dancing but my ideal date would probably include boardgames and a cryptic crossword.

“I may not have gone where I intended to go, but I think I have ended up where I needed to be.”

Douglas Adams





Matt Parkes

Contact Details

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Work Mobile: 0406 629 242

Career Summary

Current Job Title: Head of Retail Banking Services Marketing
Current Company: CommBank

Short Bio

Having spent seven years leading key acquisition and media roles at the Commonwealth Bank, Matt's passionate about combining the best of channel and creative to create outstanding consumer connections.

Most recently he successfully led CommBank's strategic migration of the bank's programmatic buying and paid search functions in-house, spearheading the bank's 1st in-house trading desk, and delivering invaluable campaign insight back into Marketing. Responsible for overseeing the Group's Media agency and relationships, for the past 2 years Matt has defined and led the bank's strategic media roadmap as well as managed and implemented the bank's digital adstack.

Post this success, and in a role as diverse as it is rewarding, Matt currently leads CommBank's Deposits, Transactions & Youth Marketing team. Prior to CBA, Matt spent 8 years in the UK honing his DR skills agency side managing several UK and Western Europe Financial brands within the Royal Bank of Scotland Group. He also enjoyed working for with start-ups including the UK's first Sharia compliant general insurer.

Before starting his career in marketing, Matt leveraged his Psychology degree working in Child Protection and Department of Justice in the ACT. Outside of work Matt loves sailing with the ultimate goal of sailing around the world with his young family.

Education & Qualifications

- Australian National University, 1994 - 1997, BSc (Hons) Psychology

Personal Interests

- Taking the kids (6yr & 4yr) on random adventures, commonly known as respite care for mum.
- Sailing- now passed the baby stage, getting back into a sport I love in preparation an eventual sail to Ireland.
- Wood work/Renovations- love manual creative work, the feeling of tangible creation.
- Off the beaten track travel – still prefer adventurous or low cost traveling vs. 5* Fiji.

“Congratulations on your Marketing Academy journey and your ever increasing enthusiasm for what the program has to offer. It has been marvellous to see you explore and embrace what purpose and career mean to you and to engage with your (many) strengths and qualities. I look forward to the opportunity to continue our conversations and I am excited for what the future will bring for you!”

Julie-Anne Tooth





Mimi Flemming

Contact Details

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Twitter: @dangercain

Career Summary

Current Job Title: General Manager
Current Company: VICE Media

Short Bio

Mimi is the General Manager of VICE Media AU & NZ. VICE is the world's preeminent youth media company and content creation studio. She currently works across company operations and television partnerships, including SBS VICELAND in Australia and Sky in New Zealand. The VICELAND television partnerships are bringing Emmy nominated programs such as Gaycation, with Ellen Page, and Woman, with Gloria Steinem to Australia and New Zealand. Mimi is passionate about ensuring young people are engaged with important stories from around the globe.

Prior to this, Mimi was the Digital Media Production Manager at Fremantle Media in Sydney. Before this, she was the Content Manager at The Project on Network 10 in Melbourne, where she helped deliver a number of award winning pieces relating to social responsibility.

Prior to Mimi's return to Australia, she was the Post Production Manager at VICE Media in London. In this role, she was able to work on the launch of VICE News, which in its first year, became the fastest growing news channel in the world. She also worked on a number of VICE's most awarded and impactful documentaries and created meaningful content with some of the world's leading brands. Mimi's experience is bolstered by her qualifications as a barrister and solicitor, admitted to practice in the Supreme Court of Victoria.

Education & Qualifications

- Admitted to practice in the Supreme Court of Victoria 2011
- Masters of International Broadcast Journalism - City University London 2010
- Bachelor of Law (LLB) / Bachelor of Arts - Major Political Science / Public Policy - The University of Melbourne

Personal Interests

- Travel
- Tennis
- Food
- Photography
- Film
- News & Current Affairs.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Margaret Mead





Nathan Wilson

Contact Details

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Work Mobile: 0407 526 214
Twitter: @NathanWilsonAU

Career Summary

Current Job Title: Snr Product Marketing Manager
Current Company: Microsoft Australia

Short Bio

Nathan currently manages the Office Consumer and Education portfolio at Microsoft Australia and is responsible for driving subscriber growth and revenue. At Microsoft for three and a half years, he was Head of Digital in Australia and then moved quickly onto leading our Product Marketing for Office. Prior to this, Nathan spent over 8 years championing the customer at Virgin Money in both Sydney and London.

Nathan has a deep understanding for consumer needs and develops thought leading strategies and plans to drive business impact. He is an excellent digital first marketer and was recently recognised by the worldwide consumer channels CFO as a global thought leader that helped drive the third largest subscriber base globally.

Nathan comes at every opportunity and challenge with a growth mindset. He looks for both innovative ways of driving change and is tremendous at partnering and listening to others, and connecting them to his vision and plans. He is an excellent communicator and has the rare talent of being in the details of both finance and business plans, as well as being a technical digital marketer. His focus always orientates around the best outcome for our customers and partners.

He is a natural leader amongst his peers. Other marketers look to Nathan for coaching, and he is someone who leads by example every day.

Education & Qualifications

- Ad School (AFA) Strategic Planning - 2005
Postgraduate Advanced Certificate
- Institute of Direct Marketing (IDM) - 2003
Diploma in Interactive and Direct Marketing
- Chartered Institute of Marketing (CIM) - 2002
Postgraduate Advanced Certificate
- Sep '96 – Jun '99
The Nottingham Trent University
BA (Hons) Business Economics
Degree Classification: 2:1
- Sep '89 – Jun '94
3 A Levels. Grades A-C
9 GCSE's including English and Mathematics.
Grades A-C

Personal Interests

- I love travel – Greece and the UK are close to my heart.
- In the evening, you'll find me on a spin bike or circuit training.
- At the weekend, I'll have a nice glass of Chardonnay in my hand.
- I'm a bit of a foodie and love entertaining with friends at home.



“The only real failure in life is not to be true to the best one knows.”

Buddha





Niki Allen

Contact Details

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Work Mobile: 0429 567 941

Career Summary

Current Job Title: Head of Marketing
Current Company: BT Investment Management

Short Bio

Niki was appointed Head of Marketing, BT Investment Management (BTIM) in 2011. In her current role, she is responsible for driving the development and delivery of marketing activity to support all business channels, including institutional, adviser, retail and high net worth clients. This encompasses a full range of marketing disciplines incorporating marketing strategy and planning, brand management, digital integration, campaign and communications management and execution, public relations, and investor relations.

Prior to BTIM, Niki held several positions at MLC, first as Loyalty Manager, Product & Services where she developed and executed customer retention initiatives across multiple channels, and later as Senior Marketing Manager, Investments, and Senior Marketing Manager, Insurance where she was responsible for developing multi-channel, integrated adviser and consumer campaigns across customer touch-points for investment and insurance products respectively.

Prior to this Niki worked at Integral Energy as Channel Management Coordinator, Sales & Marketing overseeing external channel relationships, managing supply chain processes for external service providers, and reviewing and improving the sales process, sales messaging and value propositions to ensure a high level of service and consistency.

Before Integral Energy, Niki worked at Barclays Global Investors as Product Manager, Product Development where she was responsible for the ongoing review of the product suite and fund parameters ensuring the product suite remained commercially viable, including managing all product termination and launch activities, as required.

Niki commenced her professional career as an Environmental Engineer at Douglas Partners Pty Limited – an environmental and geotechnical engineering consultancy – where she defined, planned, implemented and reviewed environmental site assessments, developed effective and practical remediation programmes and directed site validation work within tight budget constraints.

Niki holds a Diploma of Financial Services, a Master of Applied Finance from Macquarie University and a Bachelor of Engineering (Environmental) (Hons 1) from the University of New South Wales.

Education & Qualifications

- Diploma of Financial Services – 2005-2006 – 360 Adviser Campus
- Master of Applied Finance – 2000-2001 – Macquarie University
- Bachelor of Engineering (Environmental), Honours Class 1 – 1994-1997 – University of New South Wales
- Machon Leadership Programme – 1993 – Israel

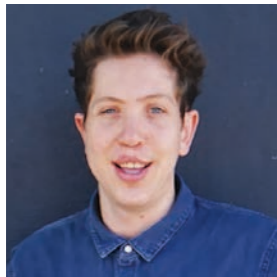
Personal Interests

- Skiing
- Scuba diving
- Avid knitter
- Reading
- Theatre
- Jewish communal activities & support.

“Thanks for the awesome views, great conversation and sharing your world with me. You are an amazing and talented marketer who is on the cusp of “your next big challenge”. You have all the skills, experience and expertise to do anything you set your mind and heart too!”

Josephine Lanzarone





Paul Den

Contact Details

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Work Mobile: 0423 772 668
Twitter: @paulyden

Career Summary

Current Job Title: Partner – Strategy & Ideas
Current Company: Banter

Short Bio

Paul is currently Partner – Strategy & Ideas at Banter, a specialist brand experience agency that he co-founded in 2016, in partnership with the Hausmann Group.

After launching the business just over a year ago, Paul has played an instrumental role in the agency’s meteoric rise, leading the day-to-day strategic and creative output of the agency as well as playing a broader new business and client relationship role, as one of the two partners in the business. At Banter, Paul has developed strategic and creative brand experience work for brands like Cadbury, Black Swan, Origin Energy, Priceline, Helga’s, CMC Markets and nudie, growing the team to an agency size of five.

Prior to running Banter, Paul spent a few as Strategy & Ideas Director at Ensemble, leading award-winning experiential work for brands like Contiki, KFC, MLA and Suncorp.

Before discovering the world of brand experience, Paul earned his stripes with seven years in the world of communications at GroupM agency Mediacom as a digital and traditional specialist before taking a communications strategy role at UM.

In 2013, Paul was an Australian Cannes Young Lion winner, a Global Cannes Young Lion Silver Medallist and was named in B&T’s ‘30 under 30’.

Education & Qualifications

- UTS - Tutor & Lecture – Advertising Strategies & Advertising Practice – February 2014–October 2015
- UM – Curious Communications Strategy Training – 2013
- UM – Ideas Bodega Creativity Workshop Series – 2012
- MediaCom – Real World Communications – Strategy Training – 2010
- UTS - Bachelor of Business – Majoring in Advertising & Promotions Management and Marketing – February 2004–October 2006.

Personal Interests

- Music – I dabble in the occasional bit of song writing and sing in a soul band from time to time. As a child I got into the Australian Youth Choir very briefly, but quit because I was the only boy in a group of girls and at the time my little nerdy self was a tad self-conscious.
- Tennis – Whilst my serve might be slightly up to scratch, playing tennis isn’t really my forte. I am however an avid fan of the more passive version and have a dream to one day go to all four grand slams. So far, I’ve only managed to achieve one.
- The run/swim combo – There’s nothing better than waking up at 6am, going for a run and then jumping in Bronte Ocean Pool for a couple of laps. It definitely helps you reset every morning.
- Food, glorious food, Red wine and Whiskey – Inside my tall, lanky frame, there’s a very hungry and slightly bigger version of myself, wanting to tuck into the ridiculously good cuisine of Sydney.



“Well done you for facing the tough issues and transforming. Congratulations on your focus and heart. And, many blessings on your life with Lucy.”

Kayt Raymond





Pia Chaudhuri

Contact Details

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Work Mobile: 0468 455 796

Career Summary

Current Job Title: Creative Director
Current Company: One Green Bean

Short Bio

Pia is currently the Creative Director of One Green Bean Sydney, one of Australia's most awarded agencies. Pia is passionate about creating ideas that earn attention (for the right reasons). She believes that today, people are the most important channel of all, and marketing must work harder than ever to engage and incite audiences in new and exciting ways.

At OGB, she has been overseeing the creative output of the business across PR, Social, Content and Advertising for the past 3 years.

Prior to OGB, Pia did a stint at AnalogFolk and TCO upon first arriving in Sydney. There she got to grips with Australia's unique industry landscape after moving down under from London, working across global and local clients such as, TAB, Foxtel and Nestle.

In London, Pia worked as an integrated creative for 8 years, producing leading edge work for the likes of O2, Sky and Pan Macmillan.

A highlight from this era includes a large-scale stunt involving BRIT award winning artist, Tinie Tempah, performing a gig-for-one for his most adoring fan, through the world's first ever 'Flash Exit'. Hundreds of audience members were choreographed to leave a gig at once, in order to surprise and delight a special O2 customer with the experience of a lifetime.

Education & Qualifications

- BA (Hons) Graphic Design, University of Brighton, 2000-2004

Personal Interests

- Outside of work, I like to write fiction and paint.
- In 2015, I published my first novel, and am currently writing my first feature film – an unconventional love story between a woman and AI.

“Pia, you are one in a million. Despite many challenges in your early life you have not let these define you or diminish your creativity, professionalism and achievements. But the light that shines brightest is your caring, compassion and commitment to your team and the wellbeing of humanity and the planet. Thank you.”

St. John Miall





Ruth Taylor

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Twitter: @ruthaylor08

Career Summary

Current Job Title: Senior Brand Manager,
Individual Meals
Current Company: KFC Australia

Short Bio

Ruth is a Senior Brand Manager at KFC Australia and has spent 2 years in this role. She is a highly motivated and results oriented marketer, accountable for driving the Individual Meals marketing strategy and activities, including ATL, social and media strategy. Ruth also leads the new product development process, successfully leading a wide cross functional team to fuel the growth of the business. She has exceptional communication skills and is strongly motivated by working in a team environment, committed to inspiring others through leading by example.

Prior to her current role, Ruth also led the New Meals and Day Parts portfolio within KFC, driving the marketing strategies, innovation pipeline development, consumer research ATL/BTL programs and media strategy. Before moving to Australia, Ruth worked for HJ Heinz in London for 5 years working in various brand management roles across their wide range of sub brands.

Moving to Sydney in 2012, Ruth also embraced the sport of triathlon as a way of meeting new friends and experiencing Aussie Culture This passion has extended to her actively volunteering within the sport and she is now the president of the Balance & UTS Triathlon Club, making a difference in the local community of Sydney's Inner West. Her passion for sport, marketing and volunteering has enabled her to positively lead the success of the club through strong values around equality, community, charity, fun and fitness.

Education & Qualifications

- University of Northumbria, First Class Honours degree in Marketing Management (BA)
- 1997– 2004, Wallace High Grammar School, Northern Ireland
- 3 x A Grade A-Levels; Business Studies, English Literature & History
- 1 x B Grade AS Level; Spanish
- 4 x A*, 3 x A and 2 x B Grade GCSE results

Personal Interests

- President of the Balance & UTS Triathlon Club; leading Sydney inner west club (Non for Profit Volunteer Role).
- Fitness fanatic who likes to partake in many sports including running, swimming, cycling, ballet, yoga etc.
- Keen interest in travelling and learning about different cultures.



“It has been a pleasure to work with Ruth, she has been incredibly open to discovering another side of herself. It has been a privilege to help her achieve Aha moments.”

Mark Conoley





Sarah Jauncey

Contact Details

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Twitter: @sarah_jauncey

Career Summary

Current Job Title: Head of Brand Marketing & Communications
Current Company: Cancer Council NSW

Short Bio

Sarah is currently Head of Brand, Marketing & Communications at Cancer Council NSW, the charity creating a cancer-free future, having held her position since March 2015. Sarah is responsible for driving a marketing communications program to encourage people to prevent cancer through behaviour change initiatives and intervention, help people affected by cancer to access a range of Cancer Council services, and influence government funding and policy decisions using the best cancer-evidence and the power of the community. All of this is made possible through the generous community who support us by donating to Cancer Council, by participating in some of Australia's most well-known fundraising campaigns including Australia's Biggest Morning Tea, Daffodil Day and Girls' Night In, or by purchasing sun-protection product via an extensive retail, pharmacy and supermarket network.

Sarah oversees a team of 20+ specialists working across brand, marketing, digital, PR and communications responsible for delivering a range of consumer facing, B2B, government and social marketing campaigns.

As one of the most-recognised charities in Australia, some of the key challenges tackled at Cancer Council have included increasing awareness that 1 in 3 cancers cases can be preventable – and sun-protection and quitting smoking is just part of that story; encouraging women to join the #itouchmyselfproject for breast cancer awareness; partnering with NRL to Kick Bowel Cancer, and successfully championing for a range of key government policy changes.

Sarah is a seasoned not-for-profit marketing communications leader, having worked across a number of recognised and challenger not-for-profits in the health and legal sectors including Schizophrenia Research Institute, Australian Commercial Disputes Centre and St John Ambulance.

Education & Qualifications

- Masters, Communication Management – University of Technology Sydney – 2007
- BA, Communication Studies (Marketing & PR) – Western Sydney University - 2000

Personal Interests

- Sarah is an avid consumer of the media and news, a pop culture junkie and lover of dystopian literature.
- She spends her weekends playing chauffeur to her two young children and vacations – preferably beach vacations.

“You have been so inspiring with the way you have stepped up into your new leadership role. Leading in such a complex environment; collaborating, communicating and supporting others while working hard to stay true to you and your values was a pleasure and privileged to observe and support through coaching. All the best Sarah! I look forward to hearing of your many continued and remarkable adventures.”

Barbara Barkley





Sarah Peacock

Contact Details

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Work Mobile: 0436 650 087
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Career Summary

Current Job Title: CMO
Current Company: True Local

Short Bio

Sarah is currently National Digital Marketing Leader at PwC Australia where she is responsible for digital and social media strategy, planning and channels to market. Sarah successfully drove digital transformation projects on the website, email platform and is currently rolling out an Employee Amplification program. Working in professional services means Sarah has a sharp focus on business results and enjoys the challenges of being creative and relevant in a B2B environment. PwC is dedicated to driving prosperity in Australia, Sarah believes her team is playing an important role in realising this.

Previously, Sarah was Head of Social at Two Social, a specialist Social Media Agency. There she was responsible for setting and driving the strategic direction of the agency with the Head of Agency, as well as ensuring client satisfaction across all projects. Sarah specialised in social media there for nearly 5 years, working with B2B and B2C clients, gaining a deep understanding of the landscape and connecting brands with people. This is where Sarah started doing pro bono work with emotion21, which she has continued and still does today.

Her passion for digital and social stemmed from her National Marketing Role at dmg where she ran marketing for the ad:tech and iMedia events. There, Sarah got to learn from Australian and global experts in marketing and advertising. She started there in 2007, when using digital and social media for marketing was at its infancy. Hearing from the 'pioneers' and those who were leading the way fascinated and inspired her.

Sarah is a passionate marketer who enjoys collaboration and working with a diverse range of individuals. She loves to learn and is driven by the ever-changing digital world and how it connects people.

Education & Qualifications

- Bachelor of Commerce, Ryerson University (Canada).

Personal Interests

- Beach volleyball
Yoga
Good food (and wine)
Travel
Socialising with friends and family.

“Everyone's got a plan until they get punched in the mouth.”

Mike Tyson





Simon
Davies

Contact Details

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Work Mobile: 0402 425 545

Career Summary

Current Job Title: Managing Director
Current Company: Bastion Brands

Short Bio

Simon is currently the founder and Managing Director of Bastion Brands. Simon has been in this role from January 2013. Bastion Brands is an award winning health and wellness focussed strategic and creative agency working with global Pharmaceutical organisations including Pfizer, Novartis, GSK. Bastion Brands has offices in Melbourne and Sydney.

Simon has been working in the marketing and advertising industry for 15 years, previously working for agencies including George Patterson Y&R.

Simon is a passionate entrepreneur and self starter striving to build the best Health and wellness agency in Australia.

Education & Qualifications

- Simon holds an MBA from Monash University.
- A founder and chairman of the Essendon Executive Club, the premier business network of the Essendon Football club.
- A committee member of the Alfred foundation and was a member of the Entrepreneurs Organisation (EO) – a global network dedicated to helping entrepreneurs learn and grow as leaders.

Personal Interests

- Simon has 3 young young daughters (1 month old twins and a 2.5 year old) and loves most sports especially AFL and golf.

“Whether you think you can, or you think you can't – you're right.”

Henry Ford





Tim Kenward

Contact Details

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Career Summary

Current Job Title: National Marketing Manager
Current Company: McDonald's

Short Bio

Working as McDonald's Group Brand Manager, Tim Kenward has more than nine years of marketing experience under his belt, working across a broad range of areas including strategy, consumer research, product and campaign development, sponsorship and brand planning.

In the last few years Tim has developed a strong community focus, using his experience to mentor others, provide valuable guidance in internships and work experience programs, and share key marketing strategies and learnings with the industry through blogs and presentations.

In 2015, Tim was awarded the ADMA Young Marketer for the Year award and was described by the judges as having "strength in every area", "a breadth of skills", being "data and results-driven", and "a champion of marketing".

Since landing in Sydney, he has worked across many facets of the McDonald's business, cultivating his skills and going from strength to strength. His most recognisable work comprises officially changing McDonald's to Macca's, for which he won a Gold Lion at the Cannes Awards, and for creating the most accessible barista-made coffee in Australia through his work with McCafe Drive Thru.

When studying his double degree in Marketing and Public Relations at Curtin University of Technology, Tim worked as the National Marketing Coordinator for Red Rooster, where he applied theory to practice and built a solid foundation. After making his mark in the marketing industry there, it wasn't long before the Golden Arches called his name. With retail in his core and with a deep understanding for consumer connections, he began his successful career at McDonalds in Western Australia.

Tim is a highly regarded member of the McDonalds group, where he leads and inspires his team with passion and care. He is a talent worth watching as he continues to drive brands forward with consumer lead innovations.

Education & Qualifications

- Double Degree in Marketing and Public Relations - Curtin University
- Business Writing Skills Course- Curtin University
- Negotiation Course- Aim training Course
- Creative Writing Course - Aim training Course
- Copy/Creative Training - Perth Ad School
- Accounting and Finance Training- Curtin University
- Strategic marketing Course - The University of Sydney

Personal Interests

- Swimming
- Gym
- Free Diving.

“Tim, your positivity is contagious and you have a natural ability to connect and make people feel special and valued! I can only commend you for your desire to actively increase your self-awareness and your openness to the journey. I look forward to following your progress over the years! Thank you for giving me the privilege to be your companion on this journey this year.”

Sandra Sieb



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