

**MEDIA RELEASE**  
**For Immediate Release**

## **FIRST SPEAKERS ANNOUNCED FOR RESET 2017**

**8 May 2017** - The AANA (Australian Association of National Advertisers) today announced the first two speakers for its 2017 RESET conference. **Shadi Halliwell, Group Creative & Marketing Director, Harvey Nichols Group** and **Bessie Lee, former CEO of WPP China, now Founder and CEO of Withinlink**, will join five other global marketing leaders at RESET in Sydney on 17 October.

“The RESET theme continues to resonate with our members, Australia's national marketers, and we're delighted to bring the RESET agenda back for its fourth year,” said Sunita Gloster, CEO of the AANA. “Last year, 700 marketers gathered around the RESET theme, which was not only a demonstrable sign of the strength of the AANA member base, but also highlighted the priority marketers place on learning from a line-up of speakers who have succeeded in major global markets.”

**Shadi Halliwell**, Group Creative & Marketing Director, Harvey Nichols Group, was brought on to lead a radical transformation program to rejuvenate the brand's physical stores, customer service experience and digital platforms. Prior to that, Halliwell spent 23 years at telecommunications giant O2 as the driving force behind the exclusive UK retail launch of the iPhone handset and a slew of award-winning campaigns, as well as spearheading the brand's journey into the entertainment sector, most notably relaunching the iconic Millennium Dome as The O2 Arena – an impressive and world-renowned multipurpose entertainment venue.

“Shadi is known for liking the unconventional, evidenced in the famous and award winning work she has championed both for O2 and Harvey Nichols through the ‘shoplifters’ spot which uses real CCTV footage of criminals shoplifting from its Knightsbridge store. Traditionally a ‘no go’ area for a retailer.” said Ms Gloster.

**Bessie Lee**, former CEO of WPP China, is the founder of start-up incubator and early-stage venture fund, Withinlink. She has spent 27 years in media and received numerous international awards including the 2017 IGNITE Award from the 1990 Institute and the Media Person of the Year from the Communication University of China (2010).

*Page 1 of 2/continued over*

"I'm thrilled to have secured Bessie Lee, one of China's leading media executives who, having been responsible for WPP China, with more than US\$1billion in annual revenue in that market alone, is now heading up her own business Withinlink, which is aimed at incubating and accelerating start-ups in the media, technology and communication space. Many AANA Members are keeping a keen eye on China as they accelerate into the digital landscape, looking to learn from the companies that are innovating and disrupting with extraordinary energy," Ms Gloster said.

Shadi Halliwell and Bessie Lee will be joined at RESET by five other world class speakers, to be announced in the coming weeks. RESET 2017 is an opportunity for Australia's leading marketers to be inspired and challenged about the year ahead and is an event attended by senior level marketers, creative and media agencies representing the world's most recognised brands. Registration is available now at <http://www.aana.com.au/reset/>.

ENDS

**Media contact:** Res Publica, Baden Parker-Brown

E: [bparkerbrown@respublica.com.au](mailto:bparkerbrown@respublica.com.au) | M: +61 406 001 668 | T: +61 2 8297 1512

**About the AANA:** For over 85 years the AANA has represented Australia's largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members, the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.

## BIOS FOR RESET 2017 SPEAKERS



### **SHADI HALLIWELL – GROUP CREATIVE AND MARKETING DIRECTOR, HARVEY NICHOLS GROUP**

Shadi Halliwell joined Harvey Nichols as Group Creative & Marketing Director in 2014, and has since worked closely with CEO Stacey Cartwright and the Board to embark on a radical transformation programme to rejuvenate the brand's physical stores, customer service experience and digital platforms. Prior to that, Halliwell spent 23 years at telecommunications giant O2 as the driving force behind the exclusive UK retail launch of the iPhone handset and a slew of award-winning campaigns, as well as spearheading the brands journey into the entertainment sector, most notably relaunching the iconic Millennium Dome as The O2 Arena – an impressive and world-renowned multipurpose entertainment venue.



### **BESSIE LEE - FOUNDER AND CEO, WITHINLINK**

Bessie Lee is Founder and Chief Executive Officer of Withinlink. A Shanghai-based investment management consultancy and early stage venture fund, Withinlink incubates early-stage digital and mobile businesses that intersect with China's media communications industry. With more than 25 years of experience in the media communications industry in Greater China, exclusively across a number of WPP companies, Ms. Lee draws upon an extensive network of thought leaders including marketers, venture capitalists, technologists and communication specialists, as well as a team of senior in-house executives to help start-ups to reach their full potential.

**Page 2 of 2**