

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

## **INNOVATION, AGILITY AND DIGITAL TRANSFORMATION TO FEATURE AT RESET**

**18 May 2017** – AANA announced today three additional global speakers who will join the line-up for RESET 2017. Jamie Barnard, General Counsel – Global Marketing, Media and eCommerce, Unilever (UK); Tom Goodwin, EVP of Innovation, Zenith Media (USA) and Neil Perkin, Founder, Only Dead Fish (UK), will join recently announced speakers, Shadi Halliwell, Group Creative and Marketing Director, Harvey Nichols Group and Bessie Lee, Founder and CEO, of China based incubator, Withinlink.

“AANA Members often talk about the challenge of ensuring their processes and structures are responsive to customer expectations and new opportunities as they arise. Becoming more agile, enabling innovation and improving efficiency are important themes within this year’s RESET agenda.

“These three speakers deliver to this specific agenda,” the AANA’s CEO, Sunita Gloster said.

Jamie Barnard, Unilever’s General Counsel – Global Marketing, Media and eCommerce, advises on the legal and regulatory implications of 21st century marketing, with a focus on media platforms, adtech, data and privacy, content curation, and online issues management (everything from fake news and ad fraud to trolls and social memes). He is also responsible for Unilever’s contractual relationships with 1000s of advertising and media agencies, social platforms, publishers and fledgling digital service providers.

Tom Goodwin, EVP of Innovation at Zenith Media and voted the #1 Voice in Marketing Globally by LinkedIn (with over 300,000 followers) and the number 2 person in Advertising to follow by Fast Company, leads the innovation and content wing within Zenith, unleashing the power of emerging platforms, content marketing, influencer programs and new media and devices to produce robust business results. His role is to understand new technology, behaviours and platforms and conceive and implement solutions for clients that take advantage of the new opportunities these make possible.

Neil Perkin, Founder of Only Dead Fish, is a renowned blogger, writer and was named by BIMA (British Interactive Media Association) as one of the most influential people in the UK digital industry. Neil is the author of ‘Building The Agile Business’ (Kogan Page, April 2017) which provides a powerful guide for leaders looking to achieve greater organisational agility and digital transformation.

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He curates the global quarterly series of “Firestarters” thought leadership events on behalf of Google, is a keynote speaker on the Google Squared programme and has worked with market-leading global businesses including The Financial Times, BBC, Warner Bros, Unilever, YouTube as well as the UK Government. He is also the co-founder of the Fragg! Twitter curation app.

Further speakers will be announced in the lead up to RESET. Registration is available now at <http://www.aana.com.au/reset/>. RESET is a one day event attended by senior marketers and agency executives and will take place at Randwick Racecourse in Sydney on Tuesday 17 October.

ENDS

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**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. For the fourth consecutive year, AANA presents RESET, 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. This year’s RESET takes place on Tuesday 17 October at Randwick Racecourse in Sydney. For more information go to [www.AANA.com.au/RESET](http://www.AANA.com.au/RESET)

## RESET 2017 – NEW SPEAKERS ANNOUNCED



### JAMIE BARNARD

#### General Counsel - Global Marketing, Media & eCommerce, Unilever

Jamie has worked in the advertising industry since his career began. He joined Unilever in 2007, after 6 years advising London’s top creative agencies and a brief affair with the music business. In 2011, he left Unilever South Africa to create a new role as the company’s first ‘digital’ lawyer. Since then, he’s stood shoulder to shoulder with Unilever’s media and marketing pioneers breaking new ground in digital; from the dawn of advertising on Facebook, to the birth of the Unilever Foundry (a brand/start-up matchmaker), to the evolution of direct to consumer eCommerce, Jamie has hacked a path through laws and regulations written for a different time.

As General Counsel - Global Marketing, Media and eCommerce, he leads a specialist team supporting Unilever’s Central Marketing and Communications Office. He advises on the legal and regulatory implications of 21st century marketing, with a focus on media platforms, adtech, content, and online issues management (everything from fake news and ad fraud to trolls and social memes). He is also responsible for Unilever’s contractual relationships with 1,000s of advertising and media agencies, social platforms, publishers and fledgling digital service providers. Jamie is happiest on the water or in the mountains – anything that involves a board. Despite two law degrees and more than 15 years in the business, he describes himself as “London’s least likely lawyer”; his family motto (“If you can’t be good, don’t get caught”) says it all.

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**TOM GOODWIN**  
**EVP of Innovation, Zenith Media**

Tom's role is to understand new technology, behaviours and platforms and ideate and implement solutions for clients that take advantage of the new opportunities these make possible. Tom's focus is leading the innovation and content wing within Zenith, unleashing the power of emerging platforms, content marketing, influencer programs, and new media and devices to product robust business results.

An industry provocateur and commentator on the future of marketing and business, he's a columnist for the Guardian, TechCrunch and Forbes and frequent contributor to GQ, Ad Age, Wired, Ad Week, Inc, MediaPost and Digiday. Voted the #1 Voice in Marketing Globally by LinkedIn (with over 240,000 followers) and the number 2 people in Advertising to follow by Fast Company. Tom is a keynote speaker around the world at advertising, marketing and business transformation conferences, with appearances in China, Turkey, Australia, Brazil, India, Spain, Portugal and the UK in the last 12 months alone. Recent presentations have been to Fox, Starz, Verizon, BMW, Danone, Deutsche Telekom, Nokia and Telefonica.

He is a board member of Wharton Future of Advertising's program, as well the American Association of Advertising Agencies Creative Technology committee and sits on the Global Huawei Key Opinion leaders program. A passionate futurist and lover of technology, Tom brought the western world's first QR code based campaign in 2006, tried the world's first click to install mobile ad in 2007, and he featured for many years on Nokia's 2020 envisioning program. Tom is a Graduate of Sheffield University, completing a degree in both Architecture and Structural Engineering, combining his love of the arts and design, with the rational and measurable. He lives in New York and London.



**NEIL PERKIN**  
**Founder, Only Dead Fish**

Neil is a renowned blogger, writer and the founder of Only Dead Fish, a digital consultancy that specialises in applying strategic understanding of digital and emerging media technologies to help businesses optimise their effectiveness within the new, networked communications environment.

Neil is the author of 'Building The Agile Business' (Kogan Page, April 2017) which provides an essential guide for leaders to achieving greater organisational agility and digital transformation. He is a regular keynote speaker across Europe on digital transformation and digital strategy, and has been named by BIMA (British Interactive Media Association) as one of the most influential people in the UK digital industry. He curates the global quarterly series of Firestarters thought leadership events on behalf of Google, is a keynote speaker on the Google Squared programme and has worked with market-leading global businesses including The Financial Times, BBC, Warner Bros, the UK Government, Unilever and YouTube. He is an associate of The Futures Agency, a collaboration of some of the world's leading forward thinkers and futurists, and is also the co-founder of the Fraggl Twitter curation app.