



## **MEDIA RELEASE**

### **For Immediate Release**

## Experienced Marketer John Broome to Lead AANA

*21 August 2017:* The peak body for Australia's largest marketers, the Australian Association of National Advertisers (AANA), has today appointed experienced marketer John Broome to the role of CEO.

With a 20-year track record of success as an in-house marketer, most recently as Unilever's CMO, Broome brings a powerful understanding of the needs of AANA members and the issues they face.

AANA Chair Matt Tapper said: "As an experienced in-house marketer with a deep passion for the industry, John is perfectly placed to ensure the AANA continues to be fully focussed on the needs of its members.

"John offers a proven track record leading and influencing people to tell compelling stories and create powerful brands. He is passionate about the role marketing plays in a successful and vibrant economy and keenly understands our profession's shared responsibility to meet community standards with a high quality and cost effective self-regulatory system."

Mr Broome, who succeeds Sunita Gloster and will take up the new position in early September said he felt incredibly privileged to lead an organisation of the history and prestige of the AANA.

"The AANA plays a crucial role in championing the highest ethical and professional standards in marketing. In a dynamically changing marketing and media environment, it has never been more important for the AANA to lead from the front with both agility and a deeply held passion for the profession we all love.

"I will continue the AANA's important work celebrating the crucial role our members play in growing successful businesses and creating highly engaging experiences for consumers in Australia and beyond.

“Under my leadership, the AANA will be a passionate advocate for marketing that excites consumers while meeting the high standards our community expects.

“Having worked with some of the very best, I hope to use the AANA’s influence to help the Australian marketing community attract the brightest talent. I am delighted to be leading the AANA through its next exciting phase,” said Mr Broome.

The search was conducted by Hourigan International.

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About John Broome

John Broome is CMO-level marketing leader with strong experience driving business results through people, brands and strategic thought-leadership.

He has occupied leadership roles in leading companies including Unilever, Kellogg, Nestle and Reckitt Benckiser.

John has a long track record building businesses through brand and category-led marketing strategies. He is skilled in motivating and empowering teams to deliver superior results, often in turnaround situations. John has extensive experience working internationally in the US, Canada and the UK.

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.

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