

Media Release
For Immediate Release

AANA WELCOMES NEW BOARD DIRECTORS

Thursday, 29 November 2018 – This evening, following its AGM, the Australian Association of National Advertisers (AANA) announced the appointment of three new board directors; Andrew Hicks (Director of Marketing, Woolworths Food Group & Supermarkets); Martin Brown (Director eBusiness, Strategy & Marketing, Nestlé Oceania); and Lisa Ronson (Chief Marketing Officer, Tourism Australia).

The AANA Chair and Managing Director, Lion Global Markets, Matt Tapper said, “Andrew, Martin and Lisa bring a wealth of knowledge to the AANA Board with diverse backgrounds and expertise in retailing, the food and beverage sector and tourism. Along with my fellow Board members, I look forward to working with them as we continue to advocate for national advertisers.”

Andrew Hicks has been with the Woolworths Group since 2008, starting out as the National Marketing Manager of Dan Murphy’s and moving on to become General Manager, Marketing of the Woolworths Liquor Group in 2012, before taking up his current role as Director of Marketing, Woolworths Food Group & Supermarkets in 2015.

Having worked in confectionery commercial roles across the globe, Martin Brown brings more than 15 years of experience working with Nestlé to the Board. Previously, Martin was the Global Brand Director of Kit Kat based in Switzerland; a regional manager for Kit Kat in the UK, US, Canada, Japan and Oceania; and the General Manager of Beverages, overseeing Nescafé and Milo, in Oceania. Martin became the General Manager of Confectionery & Snacks in 2012 before moving to his current role as the Director for eBusiness, Strategy & Marketing for Nestlé Oceania in September.

Lisa Ronson is responsible for leading Tourism Australia’s global marketing strategy and implementation across 15 international markets. Lisa has held senior marketing roles at Westpac, David Jones, Visa International, Telstra and Carlton and United Breweries - and was recently named CMO of the year at the Australian Marketing Institutes’ Awards for Marketing Excellence.

The AANA CEO, John Broome, also welcomed the announcement. “As the peak national advertising body, it is important the AANA Board continues to elect leading marketers from a variety of industries to help ensure we understand the full gamut of issues impacting the marketing profession,” Mr Broome said.

The announcement follows the appointment of two board directors earlier this year; Sam Smith (ANZ head of Adobe Advertising) and Wayne Gabriel (Chief Marketing Officer, Toyota).

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About the AANA: For 90 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 \$15 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.