

## MEDIA RELEASE

### GOOGLE DIRECTOR TO JOIN STELLAR LINE UP AT GLOBAL MARKETER WEEK

**Tuesday, 11 February 2014:** Ed Sanders, Marketing Director at Google has been confirmed as the final speaker for the AANA and WFA Global Marketer Conference which takes place in Sydney on Wednesday 26 March.

Ed heads marketing for Google Glass, one of the products developed inside Google's innovation lab at the company's headquarters in California. Before taking up his appointment in late 2012, Ed was based in New York at Google's Creative Lab, a small group leading Google's creative marketing effort, helping communicate to users "the magic of Google products and the spirit of the people who make them".

Ed has run many major marketing, branding and design-related initiatives at Google, for YouTube, Android, Chrome, Apps, Google TV and other Google business and consumer products, working closely with leading global agencies and other partners. A former media and M&A lawyer, he worked in sport & entertainment marketing in Sydney, Beijing and London, advising clients like Warner Bros and the International Olympic Committee before joining Google.

Sunita Gloster, chief executive of the AANA said: "Ed is ideally placed to offer a perspective on fostering creativity within marketing teams and the impact of technology on marketing communication. When we secured the honour of hosting the 2014 Marketer Conference we committed to bringing the best line-up of marketing talent Australia has ever seen, I think it is safe to say we've delivered on that promise."

'Ed is also home grown, having started his career in Sydney, he is a great example of Great Australian Marketing Talent Abroad, a nominee for our GRAMA awards' said Ms Gloster.

The full line-up of speakers is: Sir John Hegarty, Founder & Creative Partner, Bartle Bogle Hegarty; Marc Mathieu, Senior Vice President, Marketing, Unilever; Michelle Froah, Asia Pacific Senior Regional Marketing Director, Kimberly-Clark International; James Thompson, Global Managing Director, Diageo Reserve; Michael Birkin, Chief Marketing Officer, Acer Inc.;

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Colin Currie, Managing Director Adidas Group Greater China; John Kearon, Founder & Chief Juicer, Brainjuicer.

Stephan Loerke, Managing Director of the WFA said: “The response to the conference has been fantastic. We fully expect a capacity crowd both for Tuesday evening’s opening cocktail party, at which David Droga is speaking, and the conference proper the following day”.

There are only limited seats remaining for the Global Marketer Conference.  
Visit <http://www.aana.com.au/gmc2014/>

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**About the AANA:** Founded in 1928, the AANA is the peak national body for advertisers involved in Australia’s \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA’s clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

**About the WFA:** The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$700 billion per annum – through a unique, global network of the world's biggest markets and biggest marketers. WFA's champions responsible and effective marketing communications worldwide. More information at <http://www.wfanet.org>

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