

For Immediate Release

AANA STRENGTHENS BOARD WITH TWO NEW MEMBERS

28 November 2016 - The AANA last week announced that **Matt Tapper** was re-elected Chair of the AANA Board for a second term, at its AGM. Matt Tapper is also currently Managing Director, Global Markets, for Lion's Beer, Cider & Wine business, a position he took in August 2015 having been National Marketing Director for Lion Beer, Spirits and Wine for the previous five years.

Mr. Tapper said he was honoured to stand as Chair for a further term.

"The AANA is the peak national body that champions the interests of advertisers and under the leadership of our CEO **Sunita Gloster**, we have made significant progress this year addressing many of the fundamental challenges facing our member base," Mr Tapper said.

The AANA at its AGM last Thursday evening, also further strengthened the Board with two additional appointments - Mr **Jeremy Nicholas**, Executive Director - Retail Marketing, Telstra, and Ms **Jenni Dill** Chief Marketing Officer, McDonalds Australia.

"The AANA Board of Directors represents a wide cross-section of Australia's major brand owners and I would like to thank every one of my fellow board members for agreeing to play their part in enabling the AANA to discharge its duties on behalf of our industry. I look forward to working with the Board on what is shaping up to be another highly active year ahead," Mr Tapper said.

Mark Reinke, Group Executive Director, Customer, Data and Marketing at Suncorp, and **Andrea Martens**, Chief Brand Officer, Jurlique have been re-appointed as Treasurer and Deputy Chair respectively.

The AANA Board members are:

- Matt Tapper, MD Global Markets, Lion,
- Mark Reinke, Group Executive - Customer, Data and Marketing
- Andrea Martens, Chief Brand Officer, Jurlique
- Jeremy Nicholas Executive Director Retail Marketing, Telstra
- Andrew Caie, Marketing & Customer Experience Director, Subaru
- Mike Connaghan, Chief Executive Officer, WPP AUNZ
- Jenni Dill, Chief Marketing Officer, McDonalds Australia
- Thérèse Kallie, Director Communication and Marketing Excellence, Nestlé Australia
- David Scribner, Head of Virgin Mobile Australia
- Adrian Weimers, Brand Communications Corporate Manager, Lexus
- Amanda Banfield, Managing Director, Mondelez Australia/New Zealand
- Louise Eyres, Group General Manager, ANZ

- ENDS -

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About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who 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; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.



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JEREMY NICHOLAS

Executive Director - Retail Marketing, Telstra

Jeremy joined Telstra as Executive Director, Marketing in June 2016 and leads marketing for all Telstra's brand, consumer and small-medium enterprise segments.

Prior to Telstra, Jeremy was Vice President, Head of Global Product Marketing at Visa based in San Francisco, Ca. where he led marketing for all Visa's products, emerging technologies and new products globally. Jeremy also led Visa's global marketing, sponsorship and onsite technology implementation for the 2014 World Cup in Brasil.

Jeremy has also enjoyed a long career in creative agencies as a strategist and leader for creative companies in UK and Australia including 12 years as Executive Planning Director and then CEO at BMF, Australia.



JENNI DILL

Group General Manager Marketing, Group Marketing, ANZ

Jenni joined McDonald's in May 2016 as Chief Marketing Officer and is responsible for leading Marketing and Menu for Australia.

Jenni's fresh thinking, passion for marketing and drive for strong business and people results will play a vital role in the next stage of McDonald's growth in Australia.

Most recently Jenni was Senior Marketing Director for PepsiCo Australia and New Zealand. She has 25 years of experience in marketing, innovation and sales management with a strong track record of business results and people development in various local, regional and global roles across Sydney, London, and New York.



Jenni has been a member of Executive Leadership Teams for over 10 years, with an innovative perspective and a general management approach to improving business performance.

AANA BOARD



From left to right:

Back row: Thérèse Kallie, Director Communication and Marketing Excellence, Nestlé Australia; Amanda Banfield, Managing Director, Mondelez Australia/New Zealand; Jeremy Nicholas Executive Director Retail Marketing, Telstra; Adrian Weimers, Brand Communications Corporate Manager, Lexus; Louise Eyres, Group General Manager, ANZ; Mike Connaghan, Chief Executive Officer, WPP AUNZ; Jenni Dill, Chief Marketing Officer, McDonalds Australia; Sunita Gloster, Chief Executive Officer, AANA; David Scribner, Head of Virgin Mobile Australia

Front row: Andrea Martens, Chief Brand Officer, Jurlique; Matt Tapper, MD Global Markets, Lion; Mark Reinke, Group Executive - Customer, Data and Marketing
Overseas: Andrew Caie, Marketing & Customer Experience Director, Subaru

