

AANA presents **RE** DISRUPT YOUR APPROACH TO MARKETING **SET** @AANA_says #AANARESET
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MEDIA RELEASE

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AANA ANNOUNCES CATHY NOVELLI AND TIM WILLIAMS FOR RESET 2018

10 July 2018 - The AANA (Australian Association of National Advertisers) announced today a further two international speakers for its 2018 RESET conference. **Cathy Novelli, Global Head of Corporate Marketing, Quantcast (USA)** and **Tim Williams, Founder, Ignition Consulting Group (USA)** will join six other global marketing leaders, at RESET in Sydney on 18 September.

Cathy Novelli serves as the Global Head of Corporate Marketing at Quantcast. Headquartered in the US, Quantcast is a global AI technology company with offices in 10 countries including Australia. It operates the world's largest AI-driven audience insights and measurement platform on the open internet, fuelled by data from more than 100 million online destinations.

With more than two decades of experience in media and marketing, Novelli is responsible for the growth of Quantcast's brand via owned, paid, and social media, events, marketing operations and industry partnerships.

Novelli has also held senior leadership roles at Pandora, Yahoo, MySpace and Say Media, as well as agency-side, planning and buying media for clients such as Hewlett Packard and General Motors.

Tim Williams is founder of the international consultancy Ignition Consulting Group, also U.S.-based, which is devoted to helping agencies and other professional services firms create and capture more value.

As a noted author, presenter and career-marketing professional, William's seminars and keynote presentations have taken him around the world, including North and South America, Europe, Asia and India.

As a consultant, Williams has worked with hundreds of firms ranging from mid-sized independents to multinational networks. Before forming Ignition, he led several independent agencies after having worked for global agencies in New York and elsewhere.

“I’m thrilled to welcome both Novelli and Williams to the RESET agenda. Cathy is a master at bringing together data, solutions and services to meet marketers’ needs and offers truly unique brand solutions that drive digital strategy at Quantcast. An industry veteran, Tim is a passionate expert on marketing and a compelling presenter.

“I’m certain both speakers will give AANA members plenty to talk and think about for the year ahead,” John Broome, AANA’s CEO said.

Cathy Novelli and Tim Williams join three other speakers previously announced for RESET 2018: Rory Sutherland, Vice Chairman, O&M Group UK; Sarah Harden, CEO of Hello Sunshine (USA) and David Gluckman, Inventor of Baileys Irish Cream, Author and Writer (UK).

RESET is 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.

Early bird registration is available now at <http://www.aana.com.au/reset/>.

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Media contact: Res Publica, Baden Parker-Brown

E: bparkerbrown@respublica.com.au | M: +61 406 001 668 | T: +61 2 8297 1512

About the AANA: AANA is the Voice for Brands. Founded 90 years ago, AANA exists to inspire and promote responsible, innovative and respected marketing through a commitment to sustainable industry collaboration. As the peak industry body, our members represent some of Australia’s biggest advertisers and the world’s best-known brands across all major sectors who contribute to an estimated advertising spend of more than \$15 billion a year including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. 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, while giving them the networks and pathways to career learning.

About RESET: RESET is presented by AANA. Now in its fifth year, RESET is a one day event held in Sydney and attended by AANA members and the industry as a whole, representing the who’s who in Australian marketing. The program features seven international speakers primed to disrupt the marketer’s thinking as they prepare their plans for the year ahead, and equip them to confront their everyday challenges. Past speakers include: **Monica Lewinsky** (social activist, public speaker, writer - USA); **Karen Blacket OBE** (CEO, Mediacom UK - UK); **Jeff Goodby** (Co-Chairman/Partner, Goodby Silverstein & Partners - USA); **Jean-Marie Dru** (Chairman, TBWA/Worldwide - USA); **David Shing** (Digital Prophet, AOL - USA); **Bessie Lee** (Founder & CEO, Withinlink – China); **Brad Jakeman** (President, Global Beverage Group - USA); **Shadi Halliwell** (CMO, Three UK - UK); **Nick Law** (Global Chief Creative Officer, R/GA - USA); **Hosi Simon** (Global GM, Vice Media Inc - USA); **Bruce McColl** (Global CMO, Mars); **Graham Fink** (Chief Creative Officer, O&M China - China) and **Tom Goodwin** (Executive VP Innovation, Zenith Media – US and Voted the Number 1 Voice in Marketing on LinkedIn).

BIOS FOR RESET 2018 SPEAKERS



CATHY NOVELLI
Global Head of Corporate Marketing, Quancast

Cathy Novelli serves as the Global Head of Corporate Marketing at Quancast.

In this role, she is responsible for the growth of Quancast's brand via owned, paid, and social media, events, marketing operations, and industry partnerships.

Novelli has two decades of experience in media, advertising and marketing. Prior to joining Quancast, Novelli held senior leadership roles at Pandora, Yahoo, MySpace and Say Media. Before she led ad strategy and marketing at these various online publishers, she spent years in advertising sales, as well as on the agency side, planning and buying media for clients such as Hewlett Packard and General Motors.



TIM WILLIAMS
Founder, Ignition Consulting Group

Tim Williams is one of the leading voices in the transforming the business models of agencies and other professional service firms. As founder of the international consultancy Ignition Consulting Group, Williams is a noted author, speaker, and presenter for industry associations, agency networks, and business conferences worldwide.

His seminars have been featured by the American Association of Advertising Agencies (4As, U.S.), Association of National Advertisers (ANA, U.S.), Institute of Advertising Practitioners (IPA, U.K.), Institute of Communications Agencies (ICA, Canada) International Advertising Association (Asia), and numerous other marketing associations with global memberships.

His work has taken him literally around the world, where he has helped transform agencies and other professional service firms throughout North and South America, Europe, Asia, and Australia. Along the way, Williams has written two books, *Take a Stand for Your Brand: Building a Great Agency Brand from the Inside Out*, ranked by Amazon as one of the top ten books on brand building and *Positioning for Professionals: How Professional Service Firms Can Differentiate Their Way to Success*.

Williams writes the popular blog Propulsion and serves as a global LinkedIn Influencer, writing on marketing and business strategy. He is also a monthly columnist for the magazine Admap, an international publication edited for marketing thought leaders. As a consultant to marketing firms, Williams has worked with hundreds of agencies ranging from mid-size independents to multinational agency networks and global holding companies. Before forming Ignition, Williams held President/CEO positions at several independent agencies after having worked for multinational agencies Ogilvy & Mather, Burson-Marsteller in New York and elsewhere.