

Media Release
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AANA BOARD APPOINTS NEW CHAIR AND DIRECTORS

Thursday, 1 August 2019 - The Australian Association of National Advertisers (AANA) has announced that Martin Brown, Director of eBusiness, Strategy and Marketing at Nestlé Oceania, has been elected Chair of its Board.

He replaces Matt Tapper, Managing Director of Global Markets at Lion, who announced in December his decision to step down from the Board during 2019. Mr Brown joined the AANA Board last November and Mr Tapper said he has already made a valuable contribution.

“I am delighted that the Board has chosen Martin as Chair. I’ve had the pleasure of working closely with him for the last nine months and have developed a great respect for his strategic capabilities.

“Having worked in senior marketing roles in Europe, North America, Asia and now Australia, Martin understands how advertising is evolving across the globe and I have every confidence the organisation will continue to be an effective champion of responsible, innovative and respected marketing under Martin’s leadership,” Mr Tapper said.

Mr Tapper joined the AANA Board in 2010 and has served as Chair for the past four years.

Mr Brown said Mr Tapper had made a significant contribution to the marketing profession and advanced the interests of brand owners on a number of fronts.

“I’m very honoured to be asked to Chair the Board. Matt and his colleagues have consistently advanced our collective interests by empowering CEO John Broome and his team to evolve the self-regulatory system, strengthen our governance structures and, more recently, steer our response to the ACCC’s Digital Platforms Inquiry.

“I am particularly impressed by the high level of engagement and collaboration that Matt and John have fostered with other leading marketing bodies and I look forward to building on these foundations,” Mr Brown said.

The AANA Board also welcomed two new independent Directors: former senior television executive, corporate lawyer & senior advertising executive Sue Oddie and Kym Pfitzner, who spent almost three decades building an executive leadership career in the global media and advertising sector. The pair now hold a number of non-executive directorships.

Also joining the AANA Board are Aisling Finch, Google’s Director of Marketing, for Australia and New Zealand; Martine Jager, Chief Digital and Marketing Officer at Westpac; and Tegan Flanagan, External Relations and Corporate Communications Director at Lion.

“I’d like to welcome all our new directors. We recently changed our Constitution to require the appointment of two independent directors to ensure that we have the right mix of experience and expertise to deliver best practice governance, so I’m particularly pleased to welcome Sue and Kym.

“In light of Matt’s departure, Tegan joins the Board as Lion’s representative. Tegan has been highly active on a number of our committees and brings with her a strong background in regulatory affairs that will be very useful as we continue to advance our self-regulatory agenda. In Aisling and Martine we have two of Australia’s foremost marketers and it is testament to the AANA’s strength and the important role that we play that we’ve been able to secure their involvement on our Board.

“It is also noteworthy that we now have equal gender representation on our Board and that reflects the increasing number of women taking up leadership roles in the marketing profession.” Mr Brown said.

The announcements follow the appointment of Grant Blackley, Chief Executive Officer and Managing Director at Southern Cross Austereo, to the Board in May. The other Board members of the AANA are:

- Jenni Dill, Chief Marketing Officer, McDonald’s Australia;
- Wayne Gabriel, Chief Marketing Officer, Toyota;
- Andrew Hicks, Chief Marketing Officer, Woolworths;
- Jeremy Nicholas, Marketing Executive & Chief Brand Officer, Telstra;

- Lisa Ronson, Chief Marketing Officer, Coles; and
- Sam Smith, Adobe Enterprise – Advertising, Adobe.

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About the AANA: For more than 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.



Martin Brown's biography:

Martin Brown is the Director for eBusiness, Strategy & Marketing for Nestlé in Oceania. Nestlé is the world's leading food & beverage business with iconic brands such as Nescafé, Milo, Kit Kat, Allen's Maggi, Uncle Toby's, Purina, Nan and Nespresso.

Martin joined Nestlé working in commercial roles in Confectionery. He relocated in 2003 to Switzerland to a headquarters role as Global Brand Director on KIT KAT and regional manager for UK, US, Canada, Oceania and Japan.

Martin returned in 2006 as General Manager of Beverages looking after Nescafé and Milo. In 2012, Martin was appointed General Manager of Confectionery & Snacks.

Martin's passion is for building brands, forming winning teams and leading change. Martin joined the AANA board in 2018.



Sue Oddie's biography:

Sue is an independent non-executive director and consultant helping Boards, CEOs and leadership teams transform their business to adapt and flourish in a digital environment, build leadership capability, and create innovative and agile cultures. Sue has over 20 years experience as a senior executive with P&L accountability in the finance, media & professional services industries. Sue works with startups and fintechs to help them translate ambition into results.

Sue's tertiary qualifications include:

- Executive MBA, AGSM;
- LL.M, Sydney University;
- Commerce (Accounting, Finance & Systems) / LL.B, University of NSW

Sue is an Agile Scrum Master, and a graduate of the Australian Institute of Company Directors. Sue founded Blue Sky Strategy, a consulting business, in 2016. Prior to this, for over a decade, Sue was a senior executive with the ANZ Group in Australia, Asia and the Pacific leading and transforming businesses.

Sue started her career as a corporate and M&A lawyer with Ashurst (formerly Blake Dawson Waldron), before joining Channel Ten as General Manager, Business Affairs, during the industry's transition with digital technology.

Sue's passion is leveraging diversity of background and thought to help businesses accelerate their agenda, and build bold courageous teams to take businesses to the next level.



Kym Pfitzner's biography:

Kym is the founder of Triarii Consulting that provides strategic and leadership services. He has extensive corporate governance experience and currently holds various non-executive directorships including chairperson of Six O'Clock Advisory and a director of SK Advertising Ltd (Signkick) and Invisible Artists Pte Ltd. Kym is also a member of various advisory boards including the non-executive chair of the advisory board for MCP Pty Ltd, a Victorian based financial brokering business. He also is an advisor to the Institute for Strategic Leadership.

Kym has over twenty-five years' experience in advertising starting as the Regional CFO, and Head of Mergers and Acquisitions for DMB&B (acquired by Publicis), to Aegis Media, now Dentsu Aegis Network for fourteen years in various roles, including CEO Posterscope Asia Pacific, Regional CFO and COO, CEO China, COO Australia and New Zealand, and Regional CEO of Mergers and Acquisitions.

Kym lives in Melbourne with his wife Amanda and their two children.



Aisling Finch's biography:

Aisling is Google's Director of Marketing, across Australia and New Zealand. In this role, Aisling looks after the Google and YouTube brands, connecting Aussie and Kiwi consumers and businesses with the range of Google's products.

Aisling has over 20 years marketing experience across telco, tech and media sectors. Aisling joined Google nine years ago in Europe, helping to grow the Android ecosystem in its early years and driving consumer engagement with core Google apps like Search and Maps.

Aisling returned home from London to lead Google's media buying division across the Asia-Pacific region, ensuring Google marketing delivered best-in-class media strategy and execution. Prior to Google, Aisling spent 10 years at Telstra, where she held various leadership roles in strategy, finance, marketing, and retail and online channels.



Martine Jager's biography:

Martine is the Chief Digital & Marketing Officer at Westpac Group. She is a leader in digital transformation and has been recognised as one of Australia's top Marketers, having worked on some of the country's largest brands. As Chief Digital and Marketing Officer for Westpac Group, Martine's responsibilities span the Westpac, St.George, BankSA, Bank of Melbourne, RAMS and BT Financial Group brands, where she focuses on their interactions with over 12 million customers. Martine is known for her genuine passion for people and customers and this combined with her strong leadership skills means she develops highly engaged teams who deliver outstanding results. Martine is also a Governor of St.George Foundation, which helps support charities that look after disadvantaged children in Australia and is on the board of The Financial Alliance for Women.



Tegan Flanagan's biography:

Tegan is an experienced public relations and corporate communication professional and is currently the Corporate External Relations Director at beverage and food company, Lion.

In this role, Tegan has developed a strong background in regulatory affairs, issues management, corporate reputation and sustainability.

She has been a Member of the Uplifting Australia Board for the past two years and prior to Lion, she held senior positions at consumer public relations consultancies.