

## MEDIA MONETISATION A FOCUS AT RESET

**11 October 2016** - The Australian Association of National Advertisers (AANA) has today announced that Laura Henderson, Global Head of Content & Media Monetization of Mondelez International, will join the RESET stage in Sydney on October 25.

"Laura is a new breed of marketer, with her role and title unique on the advertiser side. Mondelez has reset the media monetisation model by investing in content properties and intellectual property to enable it to make money from selling distribution rights, advertising and brand integrations. How Laura drives this model to promote the 'power brands' in Mondelez's portfolio will be an exciting addition to an already thought-provoking line up at RESET," AANA CEO Sunita Gloster said.

Under Laura's remit at Mondelez International, the snacking powerhouse introduced "Stride Gum Presents: Heaven Sent," a record-breaking global event where pro-skydiver Luke Aikins, successfully landed after jumping out of a plane from 25,000 feet above the earth, without a parachute. Laura was also responsible for The Mondelez Slate: a collection of commercially-viable content properties that build its portfolio of global power brands like Oreo, Trident and Cadbury.

"Laura has been recognised as 'game-changing' and 'industry-leading' by the likes of The Wall Street Journal, The Drum, Marketing Week, and Ad Week, and was named as one of Ad Age's Media Mavens. She leads a new marketing model for Mondelez, which responds to massive disruption in an increasingly fragmented media landscape. This is the kind of experience that sits at the core of what RESET delivers marketers and makes it a day not to miss," Gloster said.

Laura Henderson takes the reins from Senior Vice President and Chief Marketing Officer of Mondelez International, Dana Anderson, who is unable to travel to Australia to speak at the conference. She joins six other speakers:

- Sarah Wood, Co-Founder Co-CEO of global video ad-tech company Unruly;
- Brad Jakeman, President PepsiCo Global Beverage Group;
- Lindsay Pattison, global CEO of WPP's media agency Maxus;
- Adam Morgan, Founder of leading international marketing consultancy, eatbigfish;
- AOL's 'digital prophet', David Shing;
- Social activist Monica Lewinsky, who will talk about the challenge of reputation management in the 24/7 media and social media environment.

For more information on RESET, please visit <http://aana.com.au/reset/>

## Laura Henderson

### Global Head of Content & Media Monetization, Mondelēz International

Laura Henderson is a brand marketer turned media leader, relentlessly focused on shaping the future of brand communications. As Global Head of Content and Media Monetization at snacking powerhouse Mondelēz International, Laura is re-imagining the organization's approach to brand communications by unlocking new models for content creation and distribution. She is pioneering a new approach focused on creating content that's good enough to make money, turning marketing from a cost centre into a profit centre.



Under her leadership, the company introduced The Mondelēz Slate: a collection of commercially-viable content properties that build its portfolio of global power brands like Oreo, Trident, and Cadbury. Laura was Executive Producer of Stride Gum presents "Heaven Sent", a record-breaking global event where professional skydiver Luke Aikins successfully landed after jumping from a plane at 25,000 feet without a parachute.

Throughout her career, Laura has been focused on transforming marketing paradigms. Previously, Laura led North American Media & Communications Planning for Mondelēz International, where she led initiatives like Blink Studios; a first of its kind real-time video studio, and Shopper Futures; a program aimed at inventing the future of retail.

With a track record of success growing powerful global brands and business, she brings a strategic focus to a fast-evolving industry. Her work has been recognized as game-changing and industry-leading by various publications like The Wall Street Journal, Ad Age, The Drum, Marketing Week, and Ad Week. In 2015, she was named as one of Ad Age's Media Mavens, and a Changing The Game Award recipient from Advertising Women of New York.

Laura is an expert of the Mondelez International Canada team, where she began her career at Cadbury as a brand marketer. She lives in New York City.

---

**About the AANA:** For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, 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.

**Media contact: Res Publica, Gabriel McDowell**

**E: [gmcowell@respublica.com.au](mailto:gmcowell@respublica.com.au) | M: +61 417 260 918 | T: +61 2 8297 1515**