

ADMA appoints new Chief Operating Officer

Sydney 2 February 2018 -- The Association for Data-driven Marketing and Advertising (ADMA), part of the Australian Alliance for Data Leadership (AADL), has announced that Steve Sinha has been appointed Chief Operating Officer for the network of associations which includes ADMA, IAPA, DGA and Digital + Technology Collective.

Steve brings to the Associations more than 30 years' experience in media, operations and business transformation including seven years as Melbourne Managing Director at OMD Australia. During this time at OMD Australia, Steve delivered a programme of digital, data, content and strategy transformation that saw the Melbourne agency treble in size. He continued his passion for digital & data transformation and organisational change with the successful launch of the consultancy Media Operations Transparency in 2016.

Steve's experience also encompasses a passion for industry representation, spending 7 years as Melbourne Chairman & member of the National Awards Committee at the MFA as well as sitting on the Australian Chapter Board of the IAA for 2 years.

In his new role, Steve will report to CEO Jodie Sangster and have responsibility for driving operational efficiency for the network of associations under the new Australian Alliance for Data Leadership structure. .

"We are delighted to welcome Steve to the team. His knowledge of the industry and experience in business transformation will be invaluable to ADMA and the AADL associations as we go through our next period of growth and expansion. We are planning to continue our exciting growth phase in 2018 in order to drive the future of our industry and increase the benefits we bring to members. Bringing Steve on board will ensure we continue to lead the charge and deliver to the high standards expected by our members".

Steve says "ADMA and the entire AADL network deliver experiences on the cutting edge of data and digital transformation. My new role will be a fantastic vantage point to ensure that ADMA and the network effectively help businesses, marketers and all in the industry navigate an increasingly complex landscape and deliver best practice."

ENDS

About ADMA and AADL

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for data-driven marketing and advertising. ADMA is the ultimate authority and go-to resource for effective and creative data-driven marketing across all channels and platforms, providing insight, ideas and innovation for today's marketing industry. In 2017, ADMA became part of the Australia Alliance for Data Leadership (AADL), a network of associations with the common thread of data and the customer, representing the essential functions of data-driven business. AADL network associations include the Institute for Analytics Professionals Australia (IAPA), Data Governance Australia (DGA) and Digital + Technology Collective.

Contacts

Katherine Raskob
+ 61 419 497 243
mailto: katherine.raskob@adma.com.au